

National Home Center NEWS

Vol. 15, No. 16 \$3 a copy The newspaper for retailers serving homeowners and contractors. Published by Lebhar-Friedman Inc. July 31, 1989

Wet East, dry West frustrate summer sales

By Tim O'Malley

NATIONAL REPORT — Unusually rainy weather in many parts of the country is undercutting sales and frustrating a traditionally profitable season for retailers and building suppliers.

The most widespread problems are reported in the Northeast, Southeast, Plains States and Lower Mississippi Valley, where many dealers complained that sales of building materials and lawn and garden items are down drastically due to precipitation.

At the same time, similar casualties are being suffered on the West Coast, where drought restrictions are in place for the third consecutive year. In the San Francisco Bay Area, according to one retailer, building has slowed because housing developers are having difficulty getting water permits.

"We'll make it this year," said Joe DiRocco, marketing director for the 31-store Orchard Supply Hardware, based in San Jose, Calif. "But the industry is going to be in trouble if this hangs on

through next year."

Orchard's lawn and garden sales have been way down, said DiRocco. Luckily, however, patio furniture sales have picked up the slack.

Start building the Ark

One of the hardest hit areas in the South is Shreveport, La., where 45 inches of rain have fallen since January. The area usually gets 20 inches, according to the National Meteorological Center (NMC).

Custom Bilt Cabinet and Supply, a lumber supplier in Shreveport, usually averages sales of \$30,000 a day this time of year, said staffer Leonard Nelson. But the weather has cut that to \$10,000.

"There were two weeks where we practically shut down completely," he said. "The rain was so heavy, no one was coming in."

The Paty Co., an eight-store chain based in Piney Flats, Tenn., faces a similar dilemma. Paty's vp-marketing John Kiss said store traffic is down significantly. This, he fears, is a sign that bad weather is taking an economic toll.

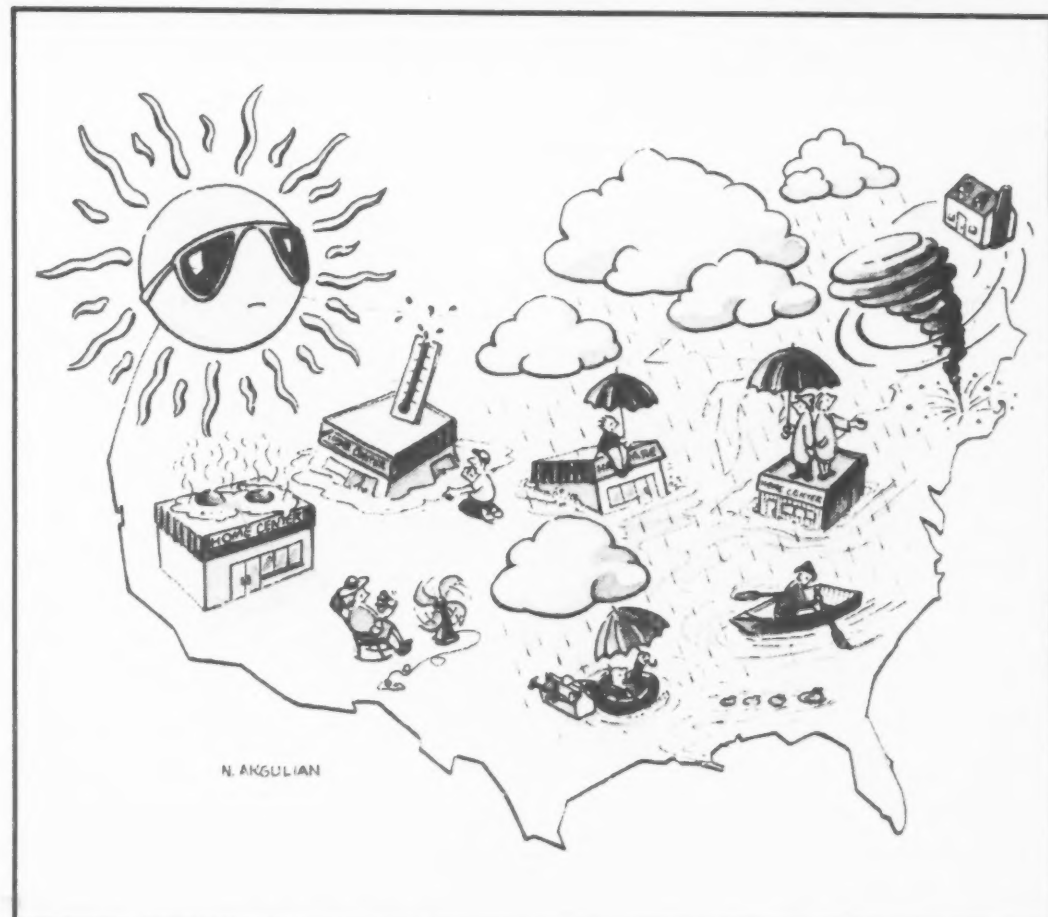
"Tobacco farmers can't get a decent crop, so they don't have the discretionary money to shop with us," he said.

In Atlanta, a rainy start to the summer season has recently been tempered by sunny and hot weather. Ken Berry, assistant store manager of a Builders Square outlet in Norcross, Ga., said fertilizers and fungus control products sold better during the rain. But he said it cannot make up for losses on other products.

Rain affects lumber cutting

"When it's soggy like that, people just don't want to paint or work in the yard," he said.

The Northeast has experi-



Southern plywood mill strike hikes prices, smaller chains feel the heat

By Gary S. Ruderman

NATIONAL REPORT — A strike at five southern plywood mills, earlier this month, caused one-week price jumps of \$21 to \$27 in plywood and oriented strand board (OSB) and some panic buying in the Midwest.

Combined with scheduled mill shutdowns for maintenance, dealer trends toward lower inventory and fewer shipments of western ply-

wood, the July 10 strike at Georgia-Pacific mills drove plywood and OSB prices to record highs.

Southern pine plywood composite prices reached \$276 per thousand square feet, their highest level since 1980. OSB mill prices reached \$200 per thousand square feet for 7/16-inch sheets, which surpassed the 1985 record high, according to *Random Lengths*, the industry news-

letter.

"We can't trade in this market," complained Ray Treen, vp of building materials at Hardware Wholesalers Inc. (HWI). "You call the mill to get a dealer a price and, by the time you get back to the mill with an order, the price is up \$10."

"I'm telling members to buy hand to mouth but don't panic," Treen said July 14.

(Continued on page 65)

Michigan General ceo to resign amidst plans to trim overhead

Diamond Lumber becomes part of parent's cutbacks

By an NHCN staff editor

LOS ANGELES — The chairman and ceo of Michigan General, Ralph Shapiro, has announced plans to resign and find a replacement from within the retail lumber industry.

Michigan General, parent company of 62-unit Diamond Lumber, also plans to sell its other subsidiary, Savannah Wholesale Company, which owns retail clothing stores in eight states and has been operating at a loss. The unidentified buyer will pay about \$13 million.

These developments follow the termination in early July of two key Diamond Lumber vice presidents. Wayne Nalls was vp-marketing and James Collins was vp-merchandising.

Both were set free, said Diamond President Jerold Grubstein, in an effort to trim corporate overhead in the face of a decreasing demand for building materials.

Nalls had been with Diamond since 1982, and Collins joined the company in August of last year after a career with Moore's, the Gross-

man's subsidiary. NHCN was unable to reach both men.

Shapiro's intended departure was announced by a member of Michigan General's board of directors, Jeff Chanin, in a press release issued here. It stated that the search for a successor would be completed shortly. Shapiro and two other board members, Charles Babb and John Zimmerman, were identified as members of the search committee.

"It is appropriate," the release stated, "to bring on a ceo who has experience in the lumber industry and is well known to its vendor community and to Diamond's employees and customers."

The significance of these events happening together was not immediately determined. In April 1988, Michigan General and Diamond

(Continued on page 66)



Jerold Grubstein



SELLING PROJECTS

The Great Backyard

Live plants can be a retailer's nightmare because they demand constant care and attention from a knowledgeable staff. Successful dealers have adapted, however, by focusing more on drought-resistant plants, holding conservation clinics and aggressively marketing their services. 19

INDUSTRY UPDATE

Pay 'N Pak pres. expected to leave

KENT, Wash.—Jerry L. Marlow, the No. 2 executive at Pay 'N Pak, is expected to follow in the footsteps of Chairman David J. Heerensperger, who announced his resignation effective Aug. 1.

The 53-year-old Marlow, president and coo of Pay 'N Pak since 1977, has been on a medical leave for several weeks. A company spokesman said his duties have been handled on an interim basis by Kirk Knapp, district manager for Alaska and Hawaii.

As NHCN went to press, Heerensperger's replacement had not been announced.

Sears HQ to stay in Chicago area

CHICAGO — Sears will move portions of the headquarters of its 6,000-person Merchandise Group out of Sears Tower, the world's tallest building, and into a proposed campus-style complex in suburban Hoffman Estates, Ill.

The decision to stay in the Chicago area came after consideration of more than 50 sites in and outside of Chicago. The company in late June was also offered \$178 million in tax breaks from the State of Illinois. Sears signed a purchase contract for more than 700 acres in Hoffman Estates northwest of Chicago. The move is slated for 1992 or 1993.

Sears' corporate headquarters will stay in the Sears Tower in downtown Chicago, the company said.

The move follows Sears' announcement to sell its landmark 110-story headquarters and subsequent changes to make the world's largest retailer more competitive.

O'Malley Lumber names new ceo

PHOENIX, Ariz. — Mark E. O'Malley has been named president and ceo of the O'Malley Lumber Co. He is a nephew of chairman Thomas E. O'Malley and replaces E. V. "Ted" O'Malley, who retired but will remain a consultant to the family-owned company.

Since 1982, Mark O'Malley, a 17-year company veteran, has been president of Southwest Hardware, a wholesale hardware distributor owned by the O'Malley Cos.

Pat O'Connor was named vp and general manager of Southwest Hardware, succeeding Mark O'Malley. He formerly was vp-sales & marketing.

Waxman debuts on the Big Board

NEW YORK — Waxman Industries debuted on the New York Stock Exchange July 12 under the new symbol WAX.

Waxman, listed on the NASDAQ since it went public in 1971, hopes for broader distribution of its stock and a narrower spread in the bid-ask range, according to Armond Waxman, president and co-ceo.

"We believe listing on the Big Board will further enhance our visibility in both the U.S. and international markets," Waxman said prior to the first WAX trades.

The Ohio-based company manufactures and distributes plumbing, electrical and other hardware products, and has operations in the U.S. and Canada. Its sales last year were \$150 million.

Timber standoff prolonged again

PORTLAND, Ore. — The U.S. Forest Service and forest products groups rejected the latest counterproposal by environmentalists on a short-term resolution to the old growth timber controversy in the Northwest.

The July 17 decision came days after environmentalists sought to further reduce lumber harvests by 400 million board feet, a reversal of the June framework arrived at by Oregon's congressional delegation and a forest products coalition (NHCN, July 17).

The environmentalists' response was rejected in part because it failed to agree to dropping lawsuits that are tying up more than a year's worth of lumber sales.

This continuing battle between the environmentalists and forest products groups threatens to put in jeopardy more jobs and lumber supplies this fall and winter.

Wickes Lumber's Les Hagen retires; interim president named

By an NHCN staff editor

VERNON HILLS, Ill. — Les Hagen, chairman, president and ceo of Wickes Lumber, the \$1 billion national chain spun off from the Wickes Cos. in a buyout he led, retired unexpectedly July 18.

Hagen could not be reached at his home, but an internal company memo implied that the decision to leave had been contemplated for some time.

Hagen wrote that the resignation "may have appeared as sudden" but in fact the "on-going decisions on the company's direction" had made him seek "other thoughts and ideas" from the outside.

Hagen identified Joe Ro-

sen, whom the statement called a consultant with a background in retail, as the person who will head the company on an interim basis. Hagen will remain a major stockholder. It was unknown whether Rosen represents private investors who helped Hagen and six senior managers buy the 200-store company last May for \$300 million.

In the last two years Hagen shut down an estimated 41 units, 23 since the buyout. In conversations with NHCN in early July, Hagen said the company's sales were on course. Sales in 1987 and 1988 were flat at \$1.2 billion.

Hagen, 63, has a long tenure

in the industry. In the early 1970s he sold his lumber and plywood wholesaling company, Oregon Pacific, to Wickes and later joined the California-based conglomerate as head of Wickes Lumber.

He also held senior sales and management posts with lumber mills in the northwest.

His resignation came as a shock to many. Paul Hylbert, president of Sequoia Supply, a company that, like Wickes Lumber, was acquired from Wickes Cos. in a leveraged buyout, said: "I felt Wickes lumber was being managed well and making good progress and that's why I was surprised."

Fred Meyer trims commodities stock in shift to DIY emphasis

By an NHCN staff editor

PORTLAND, Ore. — Contractor-oriented commodities and other building materials have been eliminated at six Fred Meyer units as part of an experiment to see if the 113-unit chain should put more emphasis on DIY-oriented home decor products.

The discount chain, which pioneered the one-stop shopping concept in the Pacific Northwest, is devoting more selling space to floor and wall coverings, lighting, cabinets and bathroom fixtures in the half-dozen test stores.

Kenneth Thrasher, senior vp and cfo, said at Fred Meyer's annual meeting that sales

were down in the home improvement division as a result of initiating "the new home decor format, which places less emphasis on building materials."

In the first quarter ended May 20, Fred Meyer reported net profits of \$5.7 million on sales of \$620.1 million. Net profits in the same period a year earlier were also \$5.7 million.

"We made a decision to move more toward home decor and emphasize DIY products," said spokesman Robert E. Boley.

He added, "We still have

some boards and molding, but we have limited space so we are reducing space allotted to commodities and building materials."

Fred Meyer is facing new competition from DIY warehouse chains such as Home-Club and Builders Square as well as recent discount store entries into its prime territory.

Because "in some towns we're the main" building materials supplier, Boley said contractor-related products will continue to be a critical part of the home improvement department mix in most Fred Meyer units.

Denny launches office supply company, plans 100-store chain

By an NHCN staff editor

SAN ANTONIO — Frank Denny has selected the East as the launching ground for his new retail office supply company, Office Products of America (OPA).

Denny, who wasted little time returning to warehouse retailing after his May 26 resignation as president and ceo of Builders Square, intends to open four retail stores this year in New England or the Mid-Atlantic. Each would be at least 30,000 square feet.

His plan, spelled out in documents filed with the Securities and Exchange Commission (SEC), is to eventually make OPA a nationwide chain



Frank Denny

of 100 or more stores.

OPA made a public stock offering in early June for 4.8 million shares, which is expected to generate the approximately \$8 million needed to sustain the company this year. Denny and other OPA officials are said to be currently negotiat-

ing leases for store sites.

One industry watcher, however, believes OPA's decision to begin in the Northeast will be the company's greatest obstacle.

"The biggest barrier is the high real estate costs," said Fran Bernstein, a retail analyst with Merrill Lynch in New York, who believes some investors will be scared away by this.

At the same time, she said the region is ripe for more players because it is currently inhabited by only a few warehouse competitors, the largest of which is the 22-store, Newton, Mass.-based Staples, (Continued on page 66)

For editorial, advertising or subscription information call NHCN's main offices at:

212-371-9400

EDITORIAL: EXT. 229

SALES: EXT. 236

SUBSCRIPTION: EXT. 379 or 419

Available for calls 9-5:30 (E.S.T.)

INDEX

PROJECT SELL:

Cover Story: Retailers use colorful live plants to pull in the green 19
The weather—too dry, then too wet—plays havoc with lawn & garden sales 21

Ad Angles 53
New Products 55
Stocks/Financial 56
Editorial 16
Classified 59,60,63
Advertisers Index 68
Company Index 68

Hechinger to move Home Quarters units into Boston

By an NHCN staff editor

LANDOVER, Md. — Home Quarters Warehouse is going to Boston.

Hechinger will enter the greater Boston market this spring with its warehouse division, according to an announcement made by the company July 18.

"We are fortunate to be in a position to decide how we want to go to market in various cities. Boston is a prime market, the third largest on the East Coast, and we will go to Boston with our warehouse store division," said John W. Hechinger Jr., president, in a

prepared statement.

"We have been anxious to take HQ to a major population center where its maximum sales potential could be realized," he said.

Hechinger plans to open between 12 and 15 stores in this market and all will be Home Quarters Warehouse units of between 100,000 to 110,000 square feet. This will be the first time that the 11-unit warehouse company has operated so far north and in such a large metropolitan market. To date it is concentrated exclusively in the Southeast and in smaller cities like Charlotte,

N.C., and Charleston, S.C.

Spring 1990 opening

"The primary challenge with regard to the geographical dispersement of stores is in adjusting to the seasonal category," said Pam Redfern, corporate secretary for Hechinger.

The first four stores are scheduled to open during the spring of 1990 and include both build-to-suit and renovated units. They will be located in the Boston suburb of Norwood; in Brockton to the south; Danvers to the north; and in Shrewsbury, east of Worcester. The

Norwood store will be in a former Scandinavian furniture store.

The Home Depot and Builders Square, both warehouse store competitors, are looking for sites in the greater Boston area, but it appears that Hechinger will open first.

"It's very, very difficult to find sites for a 100,000 square foot store and parking for between 300 to 400 cars," said Tony Ciccolo, real estate broker at Hunneman Commercial Co., in Boston. "They are also tough deals to do, and take a long time to consummate—upwards of two years."

Builders Discount opens its newest unit in downtown L.A.

By an NHCN staff editor

LOS ANGELES — "I invite everybody to come to Builders Discount . . . and shop till you drop."

That recommendation was made by Los Angeles Mayor Tom Bradley before he took a pair of pruning shears and cut a ribbon to formally dedicate the newest Builders Discount store.

"We spent a fortune on it, but it is beautiful," said president Rami Lehari of the new home center, a retrofit of a former three-story Sears & Roebuck store.

Lehari and his business partner, Levi Kushnir, who is the company vp, are spearheading the development of one of southern California's fastest-growing DIY businesses.

Three years ago they bought the then-three-unit, \$28 million a year Builders Discount from the Lowi family and the now four unit chain is forecast to post sales in excess of \$90 million this year.

The newest unit, in a down-on-its-luck section of Pico Boulevard in midtown Los Angeles, is about a half block from a Builders Emporium, but, nonetheless, Lehari said the store would be the chain's highest producer by the end of this year.

The facility is stocked with more than \$3 million in inventory consisting of 30,000

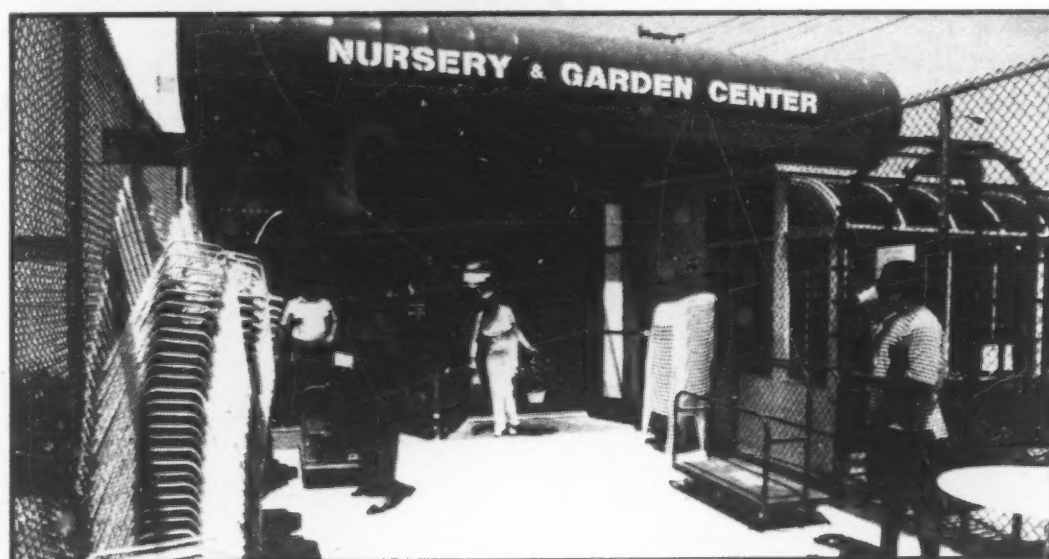
(Continued on page 66)



Above, Builders Discount president Rami Lehari (left) and vice president Levi Kushnir are all smiles at the opening of the company's fourth unit.

At left, Los Angeles mayor Tom Bradley cuts the ribbon to officially dedicate the store. A portion of the selling floor is pictured below.

NHCN photos



Stalled Conn. economy prompts P.F. O'Connor, Lloyd's to close units

By an NHCN staff editor

REGIONAL REPORT — Early casualties of the slowing Connecticut economy and growing warehouse competition were counted this month.

Lloyd Home & Building Centers, the ailing chain owned by American Maize Products, closed its North Haven and Milford units two weeks ago.

P. F. O'Connor, the 10-unit chain, has already begun phasing out its two Connecticut operations in Milford and Hartford and will officially shutter these on Aug. 12.

The two Lloyd's stores were situated in a hot bed of

“The lack of business and increased competition is a bad combination.”

— Austin O'Brien,
executive vice president,
P.F. O'Connor

home center competition. The North Haven store had to compete with Home Depot, which is reportedly profitable just six months after opening. In Milford, Lloyd's faced not only Builders Square but also the newly renovated Grossman's.

"If a store is not meeting its budget and not performing up to par we will close it down and move the inventory," said Cynthia Brighton, spokesperson for American Maize.

She declined to say how many Lloyd's stores are still in operation. At the end of April, however, the company had 32 units following the sale of four stores in the Oneonta, N.Y. area to an independent, whose owner was a former Lloyd's employee. (NHCN, April 24 1989).

P.F. O'Connor backs out

P. F. O'Connor hopes to lease both its stores so that "if the economy turns around we can reopen," said Austin O'Brien, executive vice president of the Braintree, Mass.-based company.

Standing on five acre plots with 20,000 square foot

(Continued on page 68)

Harvard study paints bleak picture for home ownership

By Tim O'Malley

WASHINGTON — The high cost of buying a first home will continue to lock out many Americans from home ownership, according to Harvard University's Joint Center for Housing Studies.

In its annual report, the Joint Center blamed the decline on federal budget cuts, tax reform and the inability of first-time buyers to meet downpayment costs.

The report said cuts in subsidized housing and the disadvantages caused by a higher standard income tax deduction, for example, should be balanced out with government

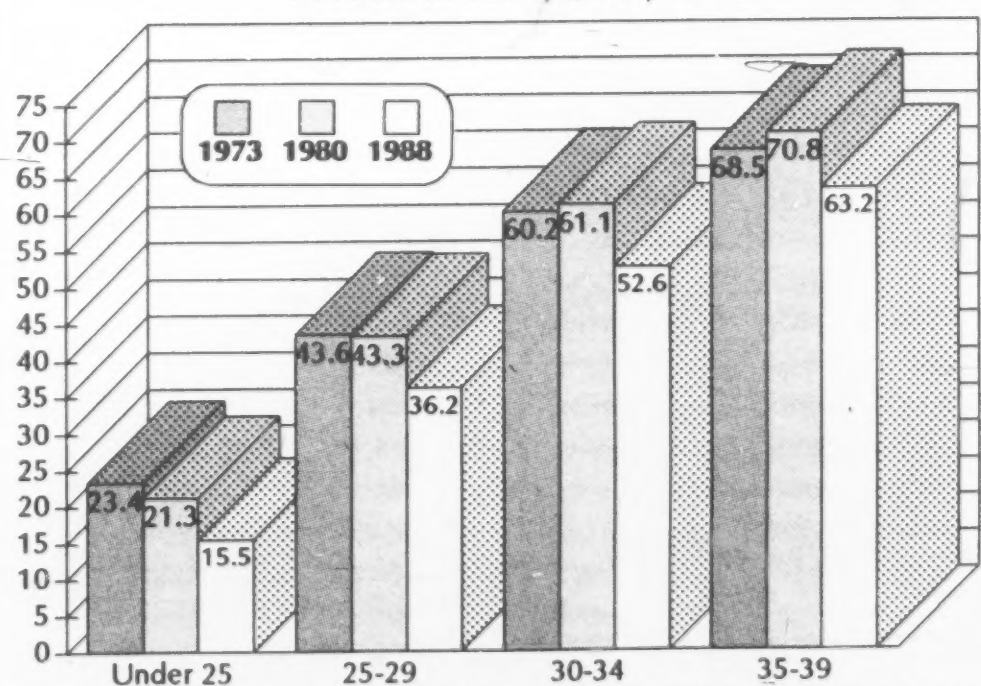
programs that help prospective homeowners meet initial costs of buying. It offered no specific recommendations, however.

"Clearly, there will be a declining number of new housing starts through the end of the century," said Bill Apgar, co-author of the report. "Demographics is a factor, but affordability is probably a bigger one."

The findings suggest what most lumber and building suppliers already know—that the fastest growing segment of the industry will remain repair and remodeling. Estimates are that it makes up 55

Home Ownership Rates by Age of Household

Percent in 1973, 1980, 1988



Source: American Housing Survey, 1973-1980; Current Population Survey, 1983-1988

percent of building supply sales, up from 30 percent five years ago.

David Seiders, chief economist for the National Association of Home Builders, which helped fund the report, said this reality is changing the way some contractors do business.

"It's gotten to the point where builders are going back to the subdivision they constructed and saying to a homeowner, 'Gee, might you want an add-on?'"

Paul Hylbert, president of the wholesaler Sequoia Supply in Irvine, Calif., called it

(Continued on page 65)

EDITORIAL

More kids in warehouse means danger

Retailers have paid a lot of attention to store safety recently, and more is needed. Store safety is an increasingly critical issue in part because of the following coincidence of events:

First, more companies are adopting warehouse formats, which seem to be successful in proportion to the amount of clutter. And more clutter may increase the possibility of accidents.

Second, we're in the middle of a family-formation explosion, which should be good for business but which also suggests that more children are in the stores.

The problem is clear to anyone who has had—or has observed—young children. Even kids who can read signs sometimes won't. And the order "don't wander off" can be interpreted in a surprising number of ways.

A likely scenario: Dad and mom are having a pleasant—or heated—discussion about which ceiling fan would look best in the bedroom and how much should be spent on this amenity. Their son is bored out of his mind and takes a hike. The rest is up to chance.

The increased frequency of these little in-store family dramas means that retailers need to meet them with more than crossed fingers. There are two types of responses: remove potential dangers or remove the kids. I recommend both approaches.

In the first instance, stores should undergo the retail equivalent of child-proofing at home. In other

words, the store manager should regularly walk the aisles as if he or she were 39 inches high.

Cartons will suddenly transform into climbing structures and anything on a low shelf will be up for grabs. A store is not designed to be a nursery, so it probably can never be risk-free. But if there's an obvious danger, like sharp garden shears on a low peg hook, why not move the item higher? If product movement is the primary consideration when programming a shelf, safety—particularly child safety—needs to be at least a corollary consideration.

What about removing the kids? A trip with Dad to the lumberyard may rank with fireworks on the Fourth of July in our Norman Rockwell visions of America. So it's probably not something to discourage. However, there are ways to remove kids from potential hazards without discouraging store visits.

Obviously a company can't simply rope off an area of a parking lot and designate an assistant store manager as teacher for a day. That effort might give new meaning to the word chaos. But there's probably a responsible approach that would benefit both customer and retailer.

For example, in a store with heavy weekend family traffic, why not develop some kind of child care program with the assistance of local teachers or other professionals? It would need to be organized with age-appropriate activities and be properly controlled. Parents might have to sign up in advance. But it would not be too costly and could well be worth the effort. Here's a new service that would differentiate a store from its competition.

Retailers and educators working together could even develop programs related to woodworking crafts and the use of tools. Parents get to shop. Kids get to play. And the retailer gets to know the next generation of customers.

—Ken Schept



Ken Schept
NHCN Editor

COMMENTARY

Use greenery to increase greenbacks

Why don't home centers do better in lawn and garden? This question, like crabgrass, sprouts every summer when associations trot out statistics showing that consumers prefer to shop—and lawn and garden suppliers prefer to ship—nurseries, hardware stores, discounters, even supermarkets.

How long can it be before gas stations exceed home centers as the store of choice for plants, fertilizer, tools, and power equipment?

Each year, this newspaper dutifully reports these figures (see pages 21 and 28 for the latest), and each year we get comments from dealers insisting that the numbers don't reflect what their stores are doing in the category.

In speaking with a number of dealers about this, and looking over some of the print ads dealers place in newspapers, I think I've figured out why home centers

can't generate much heat in their lawn and garden departments: they've fallen in love with the deck and the lawn mower instead of the plant.

In virtually every June ad I looked at from more than 15 home center companies around the country, it was inevitable that a drawing or photo of a deck would be plastered across the front page. Nothing wrong with that; every retailer loves the sales decks can produce, and the add-on merchandise that can be sold in conjunction with that sale.

The problem with decks, though, is that their ma-

terial and installation costs limit the number of people to whom they can be sold. Even if one believes the under-\$100 price that some chains are promoting for 8x8-foot deck kits (and I don't), there's still the matter of installation for most homeowners, which can more than double the cost. The cost of some outdoor power equipment can be more than a good sized deck or, it sometimes seems, a compact car. Plus, the great majority of home centers don't offer repair servicing, which keeps customers away.

Live plants, because of their price and their portability—most can be carted home in the back seat of a car—can drive a lawn and garden department's sales. But many chains have relinquished this business to nurseries and discounters like K mart for legitimate reasons: the department needs one or two "experts" who can speak knowledgeably about the products and their care, the plants and trees require considerable attention, and between 3 and 10 percent of the inventory is likely to die before it's sold.

Home centers that do carry live goods, though, have often been their own worst enemies because they prefer these blow out truckload sales that last for three or four days, which does nothing to build the dealers' lawn and garden image with customers.

For some retailers, the quick in and out sale is all they're looking for. But for dealers that have major inventory investments in garden tools, planters, sod, fertilizer and outdoor power equipment, I think it's a real mistake.

A lawn and garden department's sales, like those in any other department, are based on the dealer's credibility with customers. With decks, there's no problem because most stores are already known for the quality of their lumber products. But how many people are going to buy live goods from dealers who treat the plants like they're batteries sold in dump bins near the checkout counter?

—John Caulfield



John Caulfield
NHCN Executive Editor

National Home Center News

is published by
LEBHAR-FRIEDMAN INC.
425 Park Ave., New York, NY 10022
212 371-9400
Subscription Services, ext. 379 or 419
Cable Address: LEBHAFRIED
Fax: 212 838-9487

Publisher **WYATT KASH**
Editor **KENNETH SCHEPT**
Executive Editor **John Caulfield**
Senior Editors **Brad Altman** (Los Angeles),
Gary S. Ruderman (Chicago)
Associate Editors **Elizabeth Brenti**, **Tim O'Malley**
Field Editor **Tom Bagaarian**
Correspondents **Kenneth Rankin** (Washington) with
Deane Evans
Senior Desk Editor **Thomas Neven**
Desk Editors **John Paul Uva**, **Laura Realmuto**
Assistant Editor **Mick Nuding**
Art Director **Bob Brokman**
Circulation Director **Ken Turtoro**
Director of Manufacturing **Stan Kaufman**
Production Manager **Gwendolyn Terrell**
Director Classified **Andrew De Seris**
Ad Manager Classified **Carol Harhoff**
NHCN National Sales Manager **JOHN E. HIRTH**
NHCN Eastern Area Manager **Tuck Sifers**
List Manager **Vicki White**

Group Publisher **James T. deGraffenreid**

Founder (1900-1981) **Arnold D. Friedman**

President **J. Roger Friedman**
VP/Publication Services **Barry Braverman**
Sr. VP/Group Publisher **James T. deGraffenreid**
VP/Administration **Harry A. Estes**
VP/Publisher **Jay Forbes**
VP/Finance **James Granato**
VP/Human Resources **Richard D. Groberg**
VP/Editorial Director **David Q. Mahler**
Sr. VP/Group Publisher **C. Reese Musgrave**
Treasurer **Barry Okun**

REGIONAL OFFICES

Boston 1 Gateway Center, Newton, MA 02158,
617-527-6394 Fax: 617-969-3125
Regional Manager **James H. Malver**
Cleveland Summit One Building, 4700 Rockside Road,
Independence, OH 44131, 216-642-3420
Fax: 216-642-1457
Area Manager **Robert Bednar**
Office Manager **Martha MacVeen**
Chicago 444 N. Michigan Ave., Chicago, IL 60611,
312-644-8888 Fax: 312-644-3256
Senior Midwest Area Manager **Sid Hybert**
Area Manager **Mark Solak**
Senior Editor **Gary S. Ruderman**
Los Angeles 606 N. Larchmont Blvd., Los Angeles, CA
90004, 213-464-8321 Fax: 213-465-4287
Senior Editor **Brad Altman**
San Francisco 400 Montgomery St., San Francisco, CA
94104, 415-382-2575 Fax: 415-382-0319
Regional Manager **Richard J. Harrigan Jr.**
Washington 17735 Striley Drive, Ashton, MD 20861,
301-774-3895 Fax: 301-570-9090
Manager, Correspondent **Kenneth Rankin**
Japan Diamond-Friedman Ltd., Chain Store Age News, Ja-
pan, 1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo, Japan,
504-6750

ABP BPA The Audit Bureau NPA

Publisher of National Home Center News, Discount Store News, Nation's Restaurant News, Drug Store News, Accounting Today, Chain Store Age Executive (with Shopping Center Age), APPAREL merchandising. Affiliates: Business Guides Inc. (Directories); Lebhaf-Friedman Books; Inside Retailing (Newsletter); Chain Store Age News, Japan; Largo Music Inc.

Editorial Inquiries

Questions and comments regarding editorial material published in National Home Center News should be directed to the Editor, National Home Center News, 425 Park Ave., New York, NY 10022.

Subscriptions

Call (212) 371-9400, ext. 379 or 419
Having a problem with your subscription? Send us full details, including the mailing label from the last copy you received, along with your telephone number. We'll do everything possible to solve the problem at once. Write to Circulation Fulfillment Director, National Home Center News, 305 Madison Ave., Suite 535, New York, NY 10165-0079.

Permissions

Materials in this publication may not be reproduced in any form without written permission. Requests for permission should be directed to Wyatt Kash, publisher, Lebhaf-Friedman Inc., 425 Park Ave., New York, NY 10022.



"When it's delivered, have the guy drive it through our yard several times."

and have seen an increase in the popularity of the color jumbo pot pack.

"A few years ago the four-week-old 4-inch bedding plant was the predominant seller; now it's the jumbo pack of six-week-old plants," said Ellen Sinnott, Orchard's nursery buyer. "People are prepared to pay more for a mature plant."

Drought still an issue

All American; Builderama, the Savannah, Ga., chain; and Orchard are among the retailers that have put more focus on drought-tolerant plants this year, after last summer's devastation.

"People have a long memory of how the garden did last year and are looking for things which will survive," said Richard Galloway, nursery buyer at the 10-unit Builderama.

This chain has added hardier dog-leaf begonias, while All American expanded its selection of golden arbor vitae and Orchard put more focus on native Californian plants such as junipers, bottle brush and oleanders.

All American, working with the Los Angeles Metropolitan Water District, tags all its drought-tolerant plants as "Water Wise." Orchard held conservation clinics in all its stores to emphasize the Water Wise plants and to give advice on conservation techniques including the use of mulches and soil polymers (see other story, page 32). These polymers act like sponges in the soil to absorb water.

Orchard also benefited from the timely introduction of its own private label potting soil this spring, which includes these soil polymers.

Part of larger project

Dealers find that nursery goods can be easier to sell as a total project than many other product categories.

"The garden shop is not a necessity. The customer is buying for pleasure and it's nice and easy to deal with him on that level," said Galloway of Builderama. "He wants to help grow and protect that investment and it's easier to sell fertilizers and lawn care products."

Richard Shaw, store manager at Agway, the lawn and garden specialty retailer based in Dewitt, N.Y., agrees that by helping the customer solve problems his assistants can "suggest the sale" of additional items.

Agway's store in Dewitt doubled its assortment of evergreen trees, shade trees, deciduous shrubs and perennials over the last two years, to differentiate itself from the home center chains now entering its market.

It now buys better quality merchandise in truckloads from West Coast suppliers, and offers a one-year guarantee, according to Roger Shaw, store manager.

"The main thing is to offer a complete assortment, with trees, ornamental evergreen and shade plants," said Jerry Cole, department merchandise manager at ServiStar, the Butler Pa., co-op that is setting up garden centers in New England as well as supplying its regular members (see other story, page 32).

The weather — too dry, then too wet — plays havoc with lawn & garden sales

By an NHCN staff editor

NATIONAL REPORT — After last year's drought and this year's rains, it's a wonder anyone can sell lawn and garden products.

If the past year's sales in the category are any indication of the weather's impact on their business, retailers can't be too optimistic about their prospects for selling lawn and garden products through the remainder of what has been a very soaked 1989.

Home centers are particularly vulnerable to erratic climatic conditions, as they continue to lag behind other dealers in attracting lawn and garden customers, despite an expansion of this department for many chains and independents around the country.

Last year was no exception, as the 12-million-household lawn and garden customer base for home centers was considerably smaller than the market from which garden centers, discounters and mass merchants are drawing, according to data just released by the National Gardening Association (NGA), Burlington, Vt.

Expects flat sales this year

Bruce Butterfield, NGA's research director, said the hot weather last year and the rainy weather through the first half of 1989 have played havoc with dealers' lawn and garden business.

However, he noted that sales in the second quarter have been decidedly better than in the first, and alluded specifically to quarterly reports from General Host—the parent of the Frank's Nursery and Flower Time, the nation's largest specialty chains—which stated that while same-store sales in the first quarter fell 8.4 percent, comp-store volume rose 2.1 percent in the second quarter.

"I'm pretty certain that, depending on the weather through the rest of the year, total sales in 1989 will equal last year's," he said. "The bad weather has hurt a lot of things, and there's a real need for landscaping and live plant replacement in many markets."

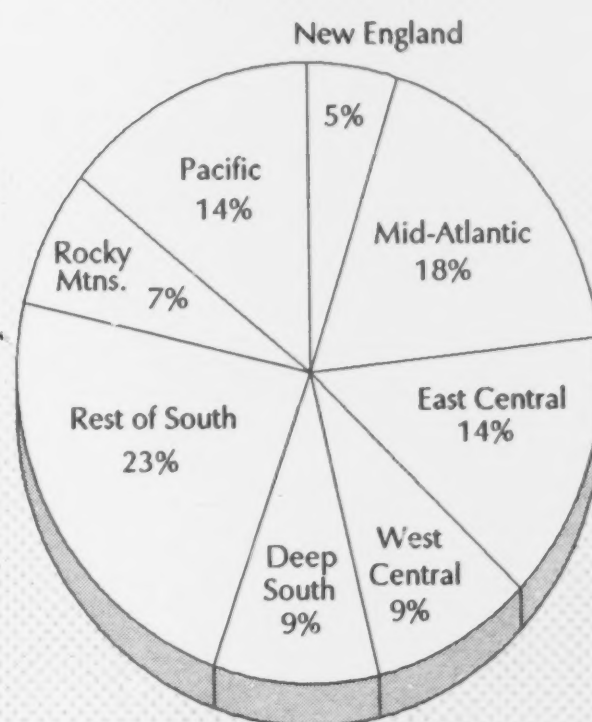
But Butterfield's projections are couched in caution because of the decline in new home building around the country and the fact that the "real investment" in lawn and garden maintenance is generally made a year after a family moves into a new home, he said.

Business off 11 percent in 1988

This could put a damper on what has been steady sales growth in the lawn and garden category over the decade that stalled in 1988 and may

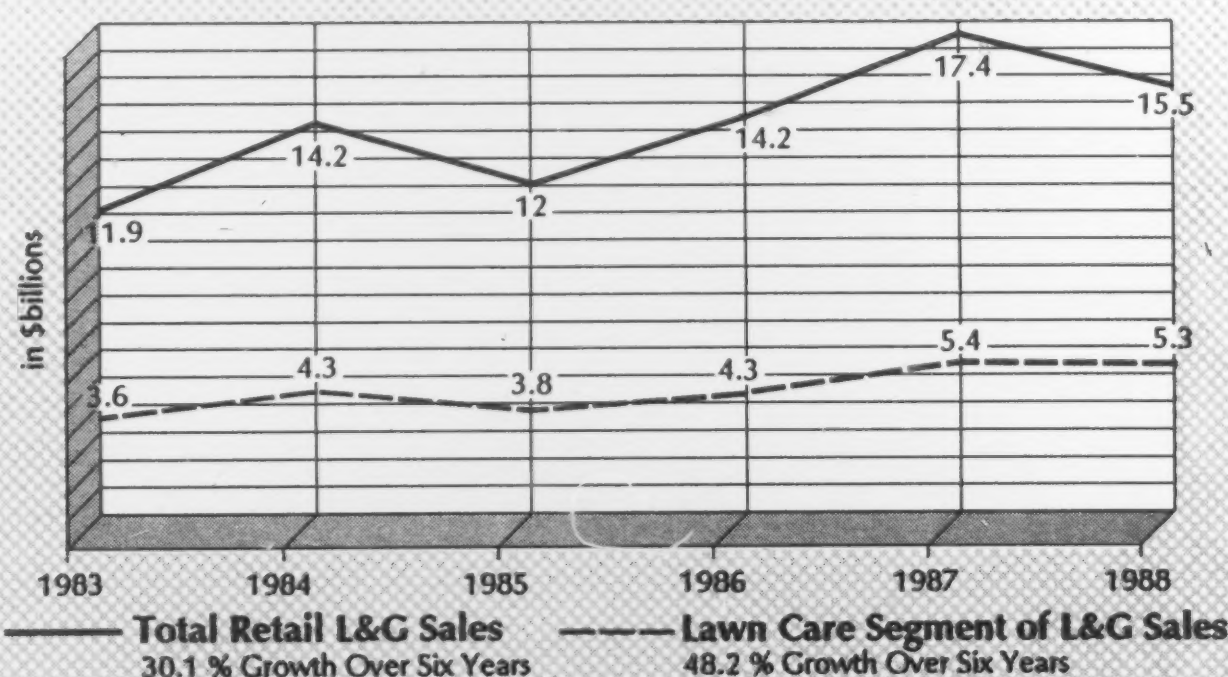
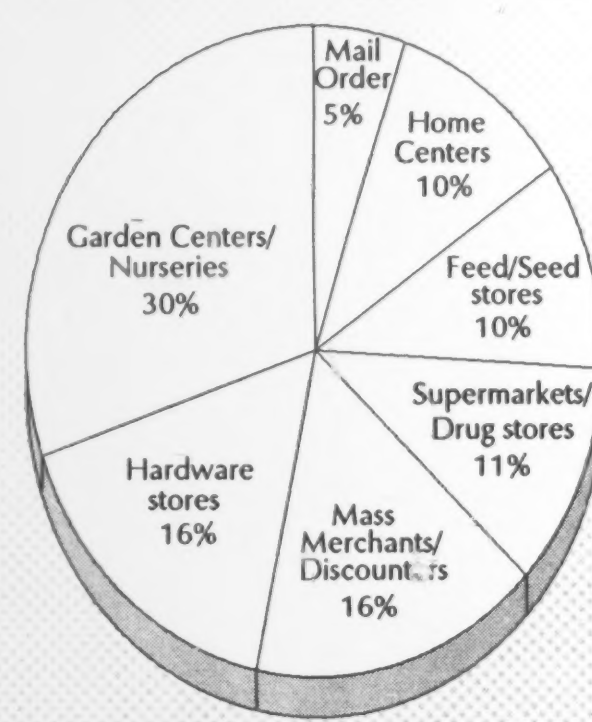
Where L&G Is Bought (Geographic)

Percent of Total Volume 1988 (\$15.4 billion)

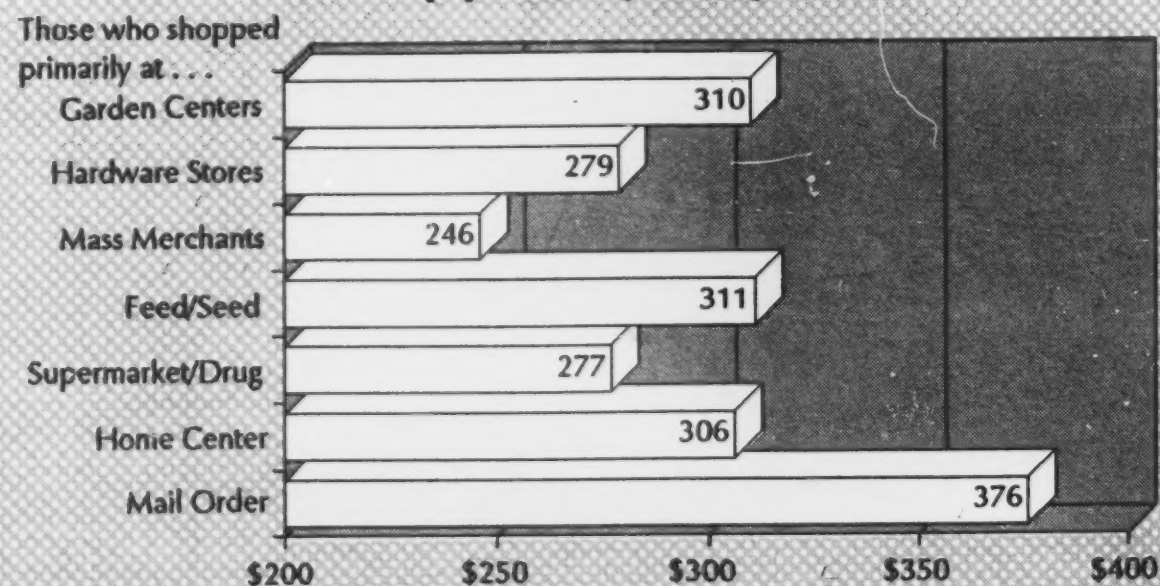


Where L&G Is Bought (By Store Type)

(including shopping multiple stores)



Dollars spent at all retail outlets by consumers who shop primarily at a given store



be flattening this year.

Retail lawn and garden sales by all types of retailers grew by more than 30 percent from 1983 to 1988, and the "lawn care" segment—which essentially includes live plants, irrigation products, tools and outdoor power equipment—has expanded by more than 48 percent during this period.

However, sales in this category fell more than 11 percent to \$15.52 billion

in 1988, reports NGA in its annual *National Gardening Survey*. This information was extrapolated from more than 2,500 personal interviews conducted for the association by the Gallup Organization and is projectible over 91 million households, of which an estimated 62 million purchased lawn and garden products last year.

(Continued on page 22)

SELLING PROJECTS THE GREAT BACKYARD

Weather causes retailers to expect flat 1989 L&G sales

(Continued from page 21)

The sales decline was attributable primarily to the drought in 1988, which, according to NGA, was the fourth worst on record.

By sheer numbers, the greatest amount of lawn and garden products last year was bought by college-educated Southerners between the ages of 30 and 49 who are married

with children, live in the suburbs and have household incomes exceeding \$40,000. The typical household spent \$227 on lawn and garden products last year, down \$24 from 1987.

Sales don't tell the full tale, though, as there were some interesting buying shifts throughout the nation. For example, Southern retailers—excluding those located in the

Deep South—increased their share of the overall national retail lawn and garden market by four percentage points to 23 percent in 1988.

This was at the expense, it seems, of dealers in the Middle Atlantic states whose share dropped to 18 percent of the total from 21 percent in 1987, and Pacific retailers, whose market share declined to 14

percent from 19 percent the previous year.

In all but the Deep South and the Rocky Mountain states, regional lawn and garden sales declined last year from 1987 totals. Nevertheless, the growth of the category over the last five years has been pronounced. In fact, the Rocky Mountain area has experienced a 127 percent sales

increase between 1983 and 1988; the Southern states' lawn and garden business has expanded by 58 percent over this time frame.

The Pacific states in particular are expected to rebound strongly in 1989, said Butterfield, especially California which has had an abnormal amount of rain this year. "The state had its first green spring in a long time, and lawn and garden sales have been very strong there," he said.

Home centers' share of these customers' purchases, though, has not made much headway over the past several years. And one of the oddities in this category is that home center shoppers are usually big spenders on lawn and garden products, although they don't appear to be buying the products in home centers.

The amount spent last year by home center shoppers on lawn and garden products at all retail outlets rose marginally to \$306 per household; only garden center shoppers and those who buy through the mail spent more.

(Mail order shoppers, in fact, are rabid lawn and garden purchasers as indicated by their big jump in spending last year. Butterfield revealed that when different shopper groups were compared on 120 products, mail order shoppers had bought 40 percent more in all outlets than the national average.)

According to NGA research, home centers are having the greatest success selling these items to Westerners, people with household incomes of \$30,000 or more, and professional and business people.

By contrast, garden centers and nurseries, whose customer base is nearly three times that of home centers, have typically drawn their sales from homeowners in the South with incomes of \$20,000 or better. These customers are spending slightly more than home center shoppers on lawn and garden products.

This isn't to say, though, that home centers aren't commanding a sizeable portion of lawn and garden sales in some markets. "The good home centers in this category are the ones who position their departments like they're specialty stores," said Butterfield.

He pointed to home centers in Europe that dominate in lawn and garden sales—the B&Q chain in England for instance, is that nation's leading seller of live plants—as examples of what home centers here could accomplish if they commit to the category. "It takes service, but it also takes selection in green goods," he said. "You've got to have a strong nursery presence."

HOME WORK MADE EASY.

Meeting the needs of the growing home repair and improvement industry is a big assignment. That's why the hardware and home improvement businesses of American Brands, Inc. have joined together to form MasterBrand Industries, Inc.

Work with us and discover marketing and service systems that will maximize your earnings. Work with us and discover suppliers who can help you develop new products and opportunities. Work with us and you'll see why we'll earn your high marks in performance, service and profitability.


MasterBrand
Industries, Inc.

Visit us at the
National Hardware
Show Booths 614
and M726

- ☐ MASTER LOCK
- ☐ DEXTER LOCK
- ☐ ARISTOKRAFT
- ☐ WATERLOO
- ☐ CHICAGO SPECIALTY

OPEI survey examines where L&G dollars are spent

By an NHCN staff editor

NATIONAL REPORT — The nation's home centers continue making slow but steady gains in selling outdoor power equipment to shoppers.

Figures supplied by the Outdoor Power Equipment Institute (OPEI), Alexandria, Va., show home centers captured 5 percent of all retail sales of this \$3.8 billion industry in 1988. While a modest figure, it is an increase over the 3 percent of 1983 and 1 percent in 1978.

Hardware stores gained slightly in retail share last year, from 12 percent in 1983 to 13 percent in 1988. But that's still below hardware stores' 16 percent share in 1978 (see chart).

Sales of outdoor power equipment usually follow the path of the overall U.S. economy. The growth and decline of walk-behind mower units shipped during the past 15 years is indicative of this trend.

For instance, the survey states the number of units shipped expanded to 6.4 million in 1973, a year that the nation's economy fared well. Just two years later, as the nation experienced a general economic slowdown—as well as a severe housing decline—units shipped fell to 4.7 million.

The figure gradually built up to 5.9 million in 1979, but fell again during the slowdowns in 1980 and 1982. Then, during the seven-year economic recovery which began in 1983, walk-behind mower shipments grew each year, until 1988 when a nationwide drought stymied sales.

Overall industry growth seen

Other products did not follow this trend since many were not fully developed in the marketplace and others are even more dependent on weather conditions, such as snow throwers.

The \$3.8 billion industry figure for 1988 is a 3 percent increase over the previous year. The industry's strongest years were 1974, 1978 and 1979 when shipments increased 33, 35 and 26 percent, respectively.

And apparently, a tough economy curtails sales more than a severe drought since the industry had its worst losses in 1975, 1980 and 1981 when shipments fell 13, 11 and 11 percent respectively in those years.

The seasonality of the OPE industry is clearly indicated in the study, as retail sales usually lag two or three months behind shipment dates. Retail sales for both walk-behind and riding mowers peak during the months of April and May.

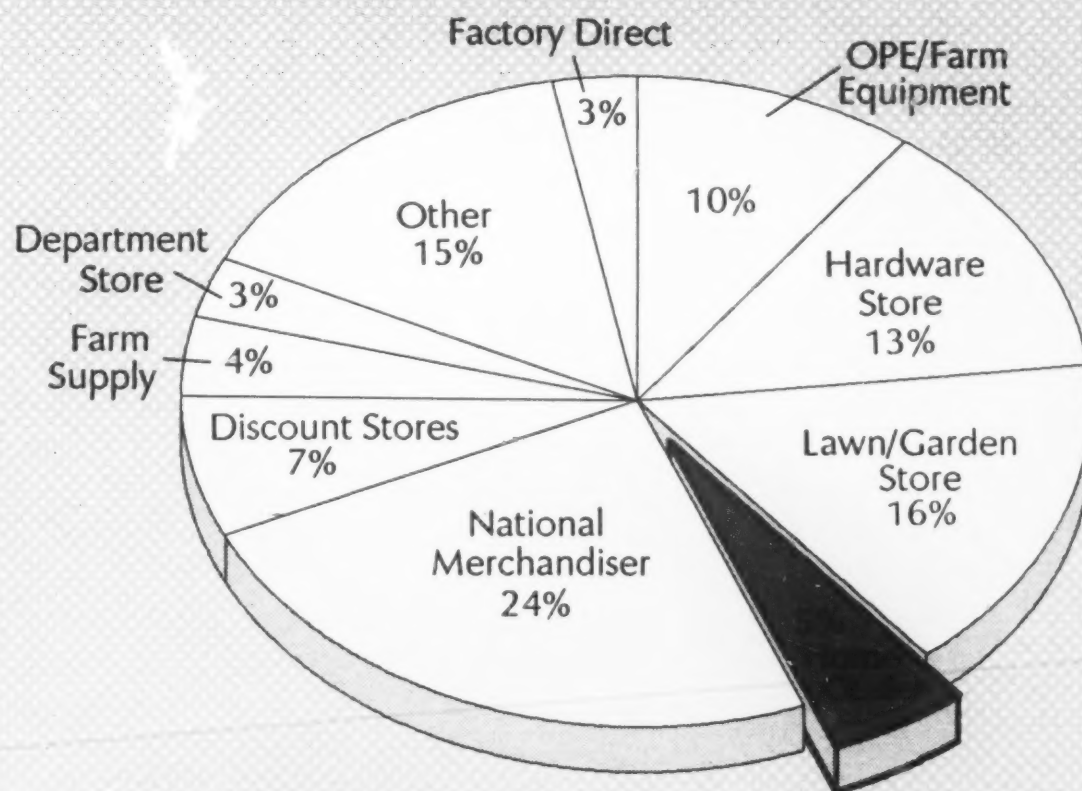
OPE suppliers in the U.S. continue making strides in exporting. U.S. Census figures indicate exports were \$171 million in 1986, while preliminary figures for 1988 show exports topping the \$400 million mark. Imports have also risen, from \$118 million in 1985 to nearly \$300 million in 1988, resulting in a trade surplus for the OPE industry of slightly more than \$100 million.

The OPEI represents manufacturers of consumer and commercial outdoor power equipment and their major components. Some of the major products included for this survey are walk-behind lawnmowers, rear-engine riding mowers, lawn and garden tractors, walk-behind tillers, walk-behind snow throwers and various power rakes, thatchers, edgers and trimmers.

1988 Outdoor Power Equipment Retail Distribution

Finished Goods By Type Of Outlet

Although home centers grabbed only a small portion of the outdoor power equipment pie in 1988—5 percent—this figure does show a significant increase from the 1 percent share that home centers had ten years ago.

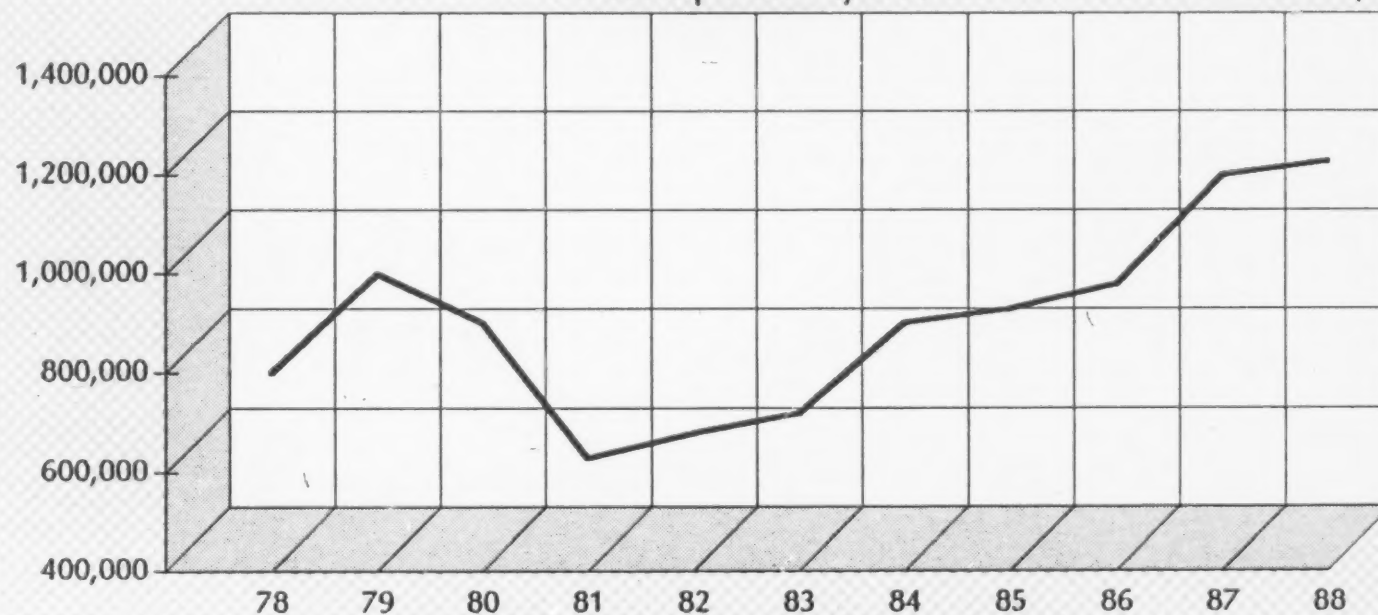


Source: Outdoor Power Equipment Institute Survey

NHCN chart

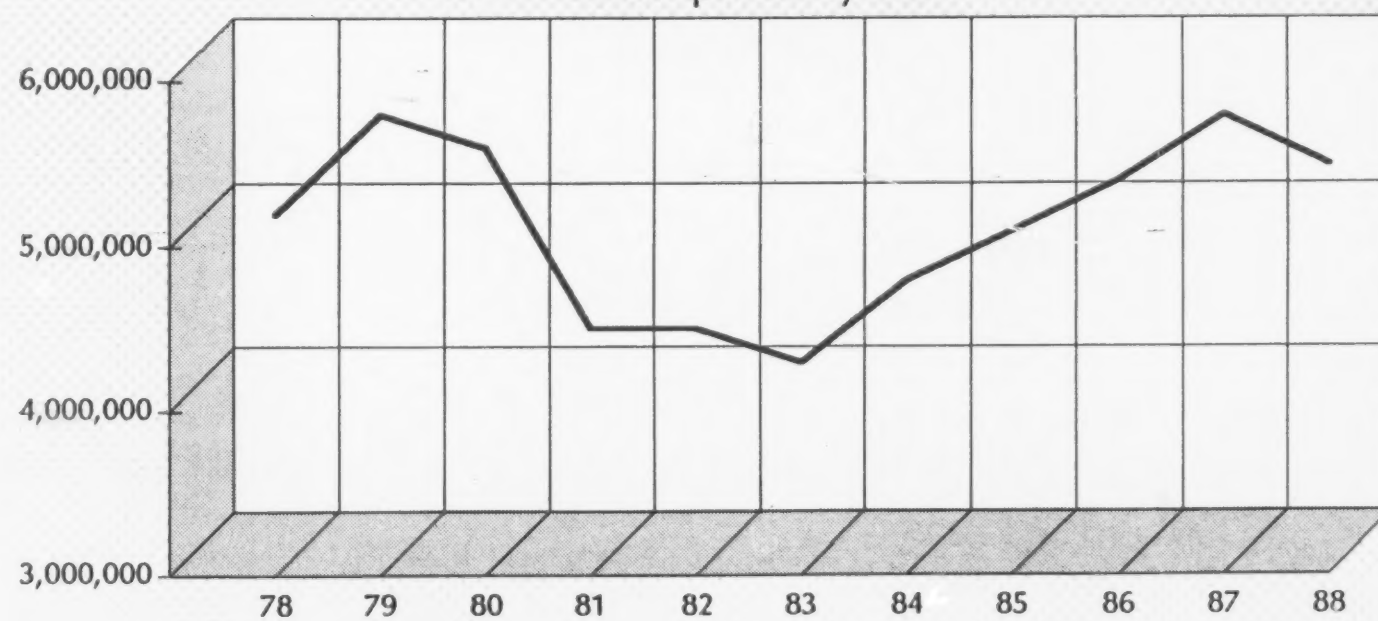
Riding Units

Unit Shipments by Year



Walk-Behind Rotary Mowers

Unit Shipments by Year



Source: Outdoor Power Equipment Institute Survey

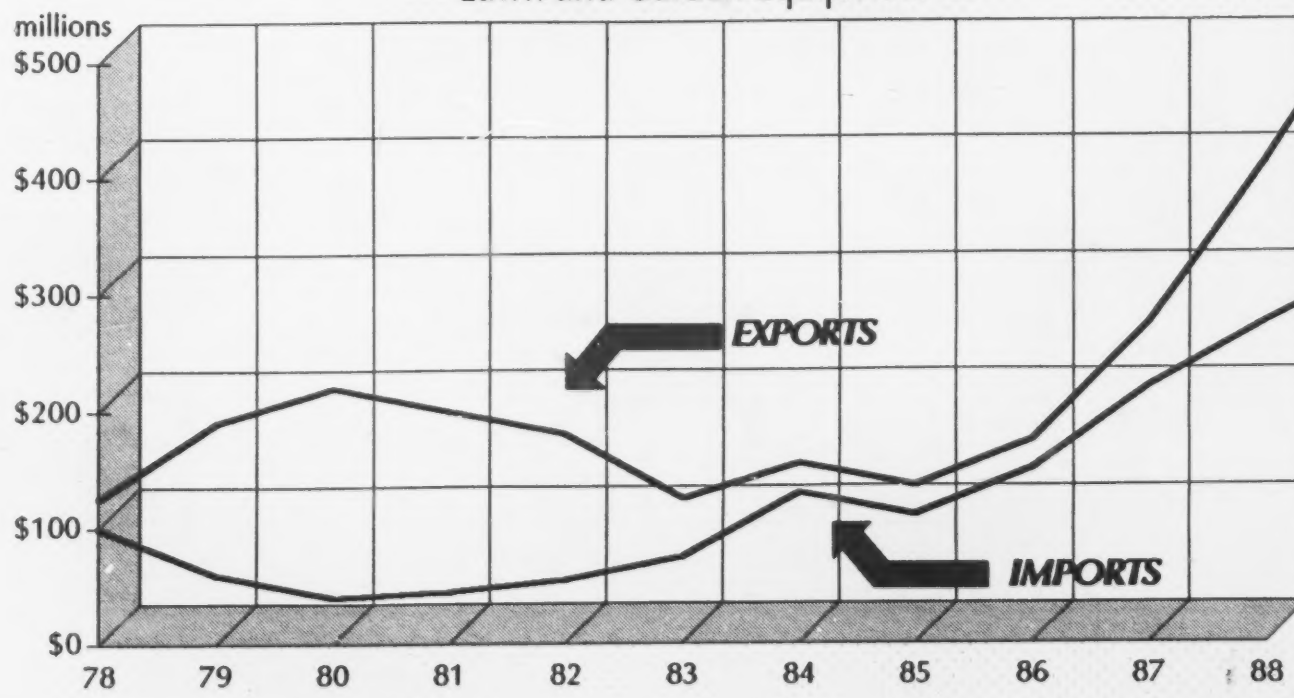
NHCN chart

The steady increases in sales experienced by both categories of lawn mowers seems to have stalled last year due to the drought conditions that affected most of the nation.

International Trade Surplus

Lawn and Garden Equipment

OPE exports in 1988 more than doubled the amount from 1986—increasing from \$171 million to more than \$400 million. Imports have also risen during this time, creating an OPE trade surplus of more than \$100 million.



Source: U.S. Bureau of the Census

NHCN chart

"If you're not satisfied, we're not satisfied."

George H. Weyerhaeuser

"At Weyerhaeuser, we promise we will not cut corners. Not on quality. Not on value. Not on shipments. Not on service. If you have a problem with anything we do, talk to us about it. We'll do our level best to solve the problem. You have my word on it."

Your First Choice™

Weyerhaeuser

CALL TOLL-FREE 1-800-247-5736

Circle 44 on Reader Service Card

TOWER OF STRENGTH.

One floor and tile adhesive manufacturer stands head and shoulders above the rest.

Henry.

In a recent independent survey of 1330 retailers across the country, Henry outsold the next five competitors combined.*

Our proven line includes Henry 356, the nation's favorite Multi-Purpose Floor Covering Adhesive. Henry 430 spreads easy for fast resilient floor tile installation. Henry 314 Multi-Purpose Ceramic Tile Adhesive handles floor and wall jobs with

equal ease. Henry 117 is our hard-working, Multi-Purpose Construction Adhesive. Henry 440 works faster and cleaner for cove base installation.

So stock up on the brand known for unmatched quality and customer service for over 50 years. Henry. Towering above the competition in reputation, reliability and acceptance.

HENRY.
We're good for your reputation.



*Source: "A Profile Of The Retail Market For Adhesive And Glue Products," 1987. (Wholesaler-served retailers.) Prepared by: Marketing Information and Research Services, National Retail Hardware Association, Home Center Institute.

THE W.W. HENRY COMPANY
5608 Soto Street
Huntington Park
CA 90255
(213) 583-4961
• Maywood, CA
• Chicago, IL
• Dover, OH
• South River, NJ
• Arlington, TX

Circle 45 on Reader Service Card

SELLING PROJECTS

Drip systems gain popularity as water device sales dry up

By an NHCN staff editor

NATIONAL REPORT — After enjoying record sales last year because of the drought, manufacturers of lawn and garden watering devices have come out with a slew of new products aimed at keeping the category strong.

Colorite, for example, has a kink-free hose that keeps water flowing despite obstruction. Teknor Apex debuted "designer color" hoses, in mint, peach and other shades. And almost all manufacturers have or plan to have water-saving drip irrigation or underground watering systems.

But the rains in several areas of the country have made last year's boom into this year's bust in this lawn care category for some retailers, for whom demand for water-related products has dried up. "That's the problem with weather-driven products," said one retailer. "You just can't count on them" for sustained business.

Big year unlikely to repeat

Sales of water equipment, including hoses, sprinklers and nozzles, rose nearly 30 percent to \$35 million last year, according to figures from the National Gardening Association (NGA), Burlington, Vt.

NGA research director Bruce Butterfield said it is unlikely this performance will repeat itself, however. "Last year's sales gains were probably related to the drought," he said. "The circumstances are not the same this year." Many retailers would agree.

Rick Turner, manager of The Home Depot's store in downtown Atlanta, has tried to stimulate sales by merchandising drip irrigation systems—used in watering bushes and flower beds—in two store areas, lawn and garden and plumbing. "But it hasn't been moving," he said.

Heavy rains in Texas, meanwhile, have caused the

50-store Foxworth-Galbraith chain to postpone stocking drip systems in its outlets there. Its Arizona and New Mexico stores carry them.

And Elliott's, the 80,000-square-foot hardware store in Dallas, has sold two-thirds fewer garden hoses than last year. "I got 1,000 rolls of hoses sitting on the floor," said buyer Don Morgan. "Lawn and garden is way down."

Not raining all over

Despite poor sales in these regions, however, manufacturers and retailers have been buoyed by demand in California and Florida, where another dry summer has taken hold. Ace Hardware, the Oak Brook, Ill.-based co-op, reports steady sales in this area from its 500-plus West Coast dealer-members. Two major East Coast-based chains are not suffering either.

Lowe's, the North Wilkesboro, N.C., chain with 296 stores, is selling just as many hoses and nozzles as it did last year at this time, said vp-merchandising Bob Cannon.

"It's been wet down here," said Cannon. "But people use hoses for other things, too, like washing cars and windows."

Hechinger, the 92-store, Landover, Md.-based company, is also doing well. Lawn and garden buyer Sue Wainio said a drip irrigation system manufactured by Rainmaster has been selling particularly well. "We're testing it for the first time this year, and we're pleased with the results," she said.

Drip systems promoted

Drip and in-ground irrigation systems consume as much as 70 percent less water than conventional systems, which

% of Households Who Purchased Lawn and Garden Products*

1988		1987
29	bought a hose	27
28	bought a nozzle	21
18	bought a connector	14
3	bought a timer	3
2	bought in-ground irrigation system	2
1	bought a drip irrigation system	1

*Based on 2,500 interviews in the fall of 1988, projectable to 69 million households who did a gardening or lawn care project in 1988.

Source: National Gardening Association NHCN chart

is the main reason their future is viewed so optimistically.

Butterfield of NGA predicted that while there was no increase in sales of these items between 1987 and 1988, their sales performance will improve quickly over the next few years.

"Given all the water restrictions in place now, they have to pick up," he said. "And it's an added bonus for the consumer because, with automatic starters, he can water his lawn at 5 a.m. plus inject fertilizer through the sprinklers."

Jon Meyer, marketing manager for one drip irrigation manufacturer, Wade Rain, said the product has been slowly gaining popularity in home centers.

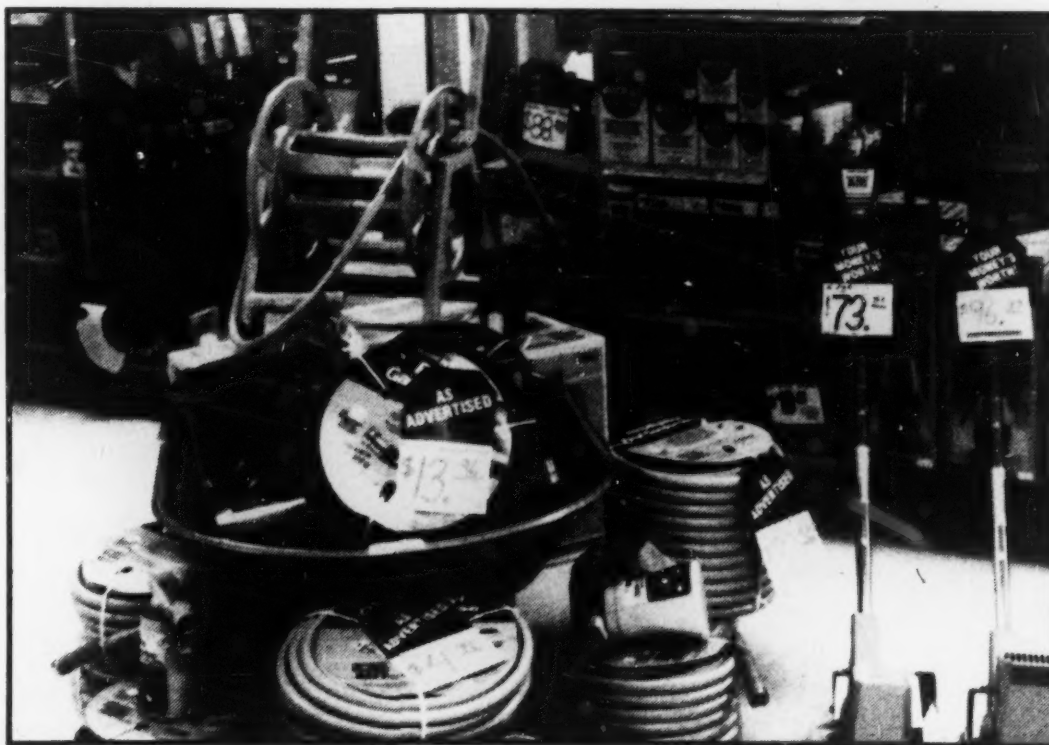
"It's not price sensitive, so retailers can basically charge what they want," he said, noting that the systems yield margins as high as 50 percent. Wade Rain's product can be found in Ernst Home Centers and Orchard Supply Hardware in California, and in nurseries elsewhere in the country, he said. A full system, with the various connectors and valves, sells in the \$250 range at retail.

Teknor Apex is high on its "Soil Soaker" hose, which "sweats" water into the roots of plants and shrubs, said sales manager Mike Horsfield. A hose that will water a 50-foot section of soil retails for \$10.99.

Horsfield said the three biggest retailers who carry the product are the Atlanta-based Home Depot, Hechinger and Chase-Pitkin, based in Rochester.

As a measure of how well it is performing, he said, Hechinger used to remove the product from its shelves in August until the following spring, but not any more.

"They leave it there," he said. "It was seasonal, but it's selling year round now."



Spurred on by record sales due to last year's drought, L&G manufacturers have deluged the category with new products. NHCN photo

Business Watch

stocks

GB-Inno's buyout of the remaining Scotty's stock nearly complete

By an NHCN staff editor

WINTER HAVEN, Fla. — Ninety-five percent of all Scotty's stock was tendered by the July 13 deadline, all but sealing GB-Inno-BM's total control of the 164-store home center chain based here.

The Scotty's board of directors and GB-Inno, the Belgian-based parent of Scotty's, came to an agreement in June that will turn Scotty's into a private company.

GB-Inno is said to be paying \$139 million, or \$16.50 per share, for the 8,467,000 shares of Scotty's common stock that it does not already own.

Notices were being sent in mid-July to the other five percent of stockholders whose shares had not been tendered by the deadline, according to

Patrick Murray, account executive at the Chicago office of D. F. King & Co., Inc., the information agent for the offer.

Murray predicted that Scotty's stock will stop being traded on the New York Stock Exchange by mid-August.

Scotty's has been stymied in recent years with single-digit sales growth, due, in part, to growing competition in Florida from such chains as The Home Depot and Builders Square. A source within the chain predicted that Scotty's would try for a more warehouse look to better compete with these other warehouse chains.

Sources both inside and outside Scotty's have viewed the purchase as an attempt by GB-Inno to add sales-area floor space and total stockkeeping units to attract new shoppers (NHCN, July 3).

Officials at GB-Inno were unavailable for comment.

Stocks travel up, up and away

The home improvement industry continues to fare well on Wall Street, following a general upward trend for the entire stock exchange.

Of the 49 stocks tracked for NHCN by Media General, 39 advanced while only eight slipped downward during the period ending July 14. Two remained unchanged.

But among losers, Interco lost big, its stock price tumbling more than 23 percent to close at \$1.88 per share, less than half the value of its 52-week high. The Strober Organization dipped by 4.35 percent and Scotty's was down a little more than 3 percent as the Belgian-based GB-Inno-BM made moves to complete its buyout of the Winter Haven, Fla.-based chain (see other story).

Wholesaler Moore-Handley posted a loss for the period, down 5.8 percent to close at \$4 per share.

Manufacturers, for the most part, did well during the reporting period. Owens-Corning and Armstrong World Industries advanced 11.02 percent and 10.4 percent, respectively.

Most other manufacturers posted moderate increases. Only American Woodmark, Boise Cascade, Mor-Flo Industries and USG Corp. showed any losses, with Mor-Flo leading the slide with a 4 percent drop to close at \$6.25.

Gainers
39

Unchanged
2

Losers
8

National Home Center News

HOME CENTER MARKET SUMMARY

		STOCK PRICE							VOLUME				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION						
		Covering The Period 06/30/89 - 07/14/89											Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin	Latest P/E Ratio	Indicated Divd. Rate		Last X-Dvd. Date	Last Fiscal Year		Current Ratio	Last Fiscal Year (Per Share)		Last Balance Sheet Date		
Name	Symbol	High	Low	Close	Change		52-Week		Total Volume This Period	% Shrs. Out-standing	Average Daily Vol. Last 52 Week	Average Daily Vol. This Period	Last Fiscal Year	Amt.				Pct	Amt.		Yield	Revenue		Earnings	Long Term Debt		Common Stock Equity	
		\$	\$	\$	\$	%	\$	\$	(100)	%	(100)	(100)	\$	\$	%	%	%	\$	%	\$ Mil	\$ Mil	\$	\$					
Retailers																												
Gen Bldg Prods	GBLD	3.75	3.50	3.50	.25	7.69	5.88	2.75	26	.06	36	3	-.06	-.74	Q	-100.0	NC	-3	NE	.00	.0	00-00-00	79.3	-2	4.6	5.48	4.01	1188
Grossman's Inc	GROS	8.75	8.25	8.63	.13	1.47	9.75	4.88	13,584	5.20	1,910	1,509	.50	.07	Q	14.0	NC	1.2	15.1	.00	.0	00-00-00	1141.6	13.2	1.8	6.15	3.88	1288
Hechinger A	HECHA	18.25	17.63	18.00	.38	2.13	19.50	15.88	7,139	3.49	1,033	793	NA	NA	NA	NA	NA	NA	.16	.9	05-01-89	NA	NA	NA	NA	NA	NA	
Hechinger B	HECHB	18.25	17.50	17.88	.38	2.14	19.50	15.50	711	.47	69	79	1.30	.10	Q	8.5	16	4.8	14.1	.06	.3	05-01-89	1019.4	48.8	3.9	4.95	10.14	0189
Home Depot	HD	28.50	25.88	27.38	1.38	5.29	29.34	15.25	11,738	1.57	2,288	1,304	1.00	.27	Q	33.3	45	3.8	25.3	.12	.4	07-11-89	1999.5	76.8	1.7	1.45	5.16	0189
Interco	ISS	2.63	1.88	2.00	-.63	-23.81	3.88	1.88	21,108	5.83	NC	2,345	NA	NA	NA	NA	NA	NA	NA	.00	.0	00-00-00	NA	NA	NA	NA	NA	NA
K mart Cp	KM	37.88	36.00	37.75	1.75	4.86	40.38	31.25	54,883	2.75	5,957	6,098	4.00	.44	Q	12.8	13	2.9	9.8	1.64	4.3	05-12-89	27301.4	802.9	1.9	13.50	21.66	0188
Lowe's Cos	LOW	26.13	25.25	26.13	.88	3.47	27.25	18.75	2,890	.78	589	321	1.83	.23	Q	14.4	3	2.7	14.3	.48	1.8	07-10-89	2516.9	69.2	2.4	4.73	14.79	0188
NHD Stores	NHDI	9.00	8.25	9.00	.25	2.86	9.50	5.00	149	1.14	26	17	.79	.21	Q	38.9	12	1.9	12.0	.00	.0	09-16-86	51.4	1.0	2.1	4.07	7.14	0189
Natl Lumber	NTLR	2.50	2.00	2.38	.13	5.56	3.25	1.75	300	.53	38	33	-.82	-1.07	Q	NC	NC	-3.0	NE	.00	.0	00-00-00	152.0	-4.6	1.2	.21	2.86	0189
Scotty's Inc	SHB	16.50	16.00	16.00	-.50	-3.03	16.50	10.50	1,419	.97	263	158	.76	-.50	N	-63.3	-21	2.0	55.2	.52	3.3	07-06-89	550.8	11.1	2.1	3.58	12.20	0688
Sears, Roebuck	S	45.63	43.63	45.25	1.50	3.43	48.13	34.75	52,593	1.42	8,815	5,844	2.40	-1.44	Q	-35.4	-6	1.8	17.2	2.00	4.4	05-26-89	50407.8	909.5	.0	26.15	37.75	1288
Std Bld Pnt	SBP	18.13	16.38	17.25	1.13	6.98	19.38	11.75	2,805	4.90	369	312	.57	-2.27	N	-100.0	NC	2.1	NE	.00	.0	08-11-87	305.5	6.5	2.9	16.51	4.04	0188
Strober Organiz	STRB	5.75	4.75	5.50	-.25	-4.35	11.25	4.75	902	1.48	53	100	.64	-.18	Q	-23.7	13	2.8	9.5	.00	.0	00-00-00	140.4	3.9	1.7	1.09	4.93	1288
Wolohan Lumber	WLHN	18.00	16.50	17.25	.38	2.22	27.00	14.25	474	.81	206	53	1.92	.44	Q	29.5	48	4.3	8.9	.28	1.6	05-25-89	257.8	11.2	2.6	4.79	9.02	1288
Wholesalers																												
Hughes Supply	HUG	21.88	18.50	21.25	2.75	14.86	21.88	16.50	1,512	3.11	52	168	1.99	.08	Q	4.2	10	1.9	10.8	.36	1.7	07-31-89	501.9	9.7	3.0	15.72	18.88	0189
Moore-Handley	MHCO	4.00	4.00	4.00	-.25	-5.88	4.75	3.75	15	.06	12	2	-.14	-.10	Q	NE	NC	-3	NE	.20	5.0	10-03-88	99.7	-3	1.8	3.25	6.13	1287
Manufacturers																												
Am Consum Prods	ACPI	8.88	8.75	8.75	.00	.00	12.50	8.75	190	.73	14	21	.70	.01	Q	1.4	NC	2.3	12.3	.00	.0	06-08-88	78.6	1.8	4.3	7.33	5.40	1288
Am Woodmark	AMWD	13.50	13.13	13.25	-.13	-.93	13.50	8.25	382	.51	54	42	.70	.11	N	14.1	NC	4.1	14.9	.00	.0	05-24-88	129.5	5.3	1.9	4.00	4.41	0488
Armstrong Wld	ACK	50.88	42.75	49.00	4.63	10.42	50.88	31.75	54,847	11.86	1,919	6,094	3.51	.13	Q	3.9	20	6.1	14.1	1.06	2.2	05-01-89	2680.3	162.7	1.2	4.02	21.73	1288
Black & Decker	BKD	20.50	19.00	20.38	1.25	6.54	25.25	18.13	19,347	3.30	2,523	2,150	1.65	.55	S	42.3	7	4.3	11.0	.40	2.0	06-05-89	2280.9	97.1	1.7	4.73	12.38	0988
Boise Cascade	BCC	44.38	43.13	44.00	-.38	-.85	46.50	39.25	12,993	2.91	1,448	1,444	6.34	2.23	Q	50.9	39	7.1	6.7	1.40	3.2	06-09-89	4094.6	289.1	1.3	20.59	37.34	1288
Catalina Lghtg	LTG	12.50	11.25	12.50	1.13	9.89	15.25	5.25	1,406	3.83	170	156	.41	.27	S	100.0	NC	4.1	23.1	.00	.0	00-00-00	26.9	1.1	1.6	.06	1.52	0988
Champ Intl	CHA	34.00	33.13	33.75	.50	1.50	35.13	29.50	22,913	2.40	2,981	2,546	4.80	.41	Q	9.1	NC	8.9	6.9	1.10	3.3	06-12-89	5128.5	456.4	1.4	20.00	35.05	1288
Clairson Intl	CLIC	7.50	7.19	7.19	.44	6.48	7.50	2.75	6,455	12.68	203	717	.55	-1.03	N	-100.0	NC	3.3	NE	.00	.0	00-00-00	82.0	2.7	1.8	3.54	3.89	0987
Cooper Indus	CBE	33.13	30.88	32.75	1.25	3.97	34.25	25.06	12,711	1.25	2,141	1,412	2.21	.48	Q	27.0	22	5.3	14.5	1.00	3.1	05-01-89	4258.3	224.4	1.7	11.54	17.47	1288
DeSoto Inc	DSO	38.88	36.88	38.13	1.50	4.10	52.50	29.75	1,554	3.86	382	173	.79	-1.86	Q	-72.7	-24	.8	54.5	1.40	3.7	03-21-89	402.5	3.2	1.8	12.33	24.29	1288
Emhart Corp	EMH	40.00	39.75	39.88	.13	.31	42.75	18.88	1,100	.18	3,082	122	2.02	.32	F	18.8	NC	4.6	19.7	.88	2.2	02-28-89	2762.5	126.6	1.6	10.81	14.37	1288
Georgia Pacific	GP	45.75	42.88	45.63	1.75	3.99	47.50	33.25	14,965	1.58	2,384	1,663	4.76	.85	Q	18.7	43	4.9	8.5	1.40	3.1	05-15-89	9509.0	467.0	1.9	26.51	27.79	1288
La Pacific	LPX	35.13	32.38	35.13	1.88	5.64	35.38	26.00	5,744	1.49	921	638	4.02	-.18	Q	-4.4	41	8.5	9.1	1.00	2.8	05-12-89	1799.4	153.6	3.3	9.92	30.51	1288
Macmillan Bloedel	MMBLF	15.13	14.38	15.13	.75	5.22	17.25	13.88	7,297	.71	587	811	2.58	.21	Q	9.3	NC	10.1	6.1	.80	5.3	02-13-89	2743.8	276.4	.0	.00	.00	0000
Manville Cp	MVL	7.75	7.00	7.63	.25	3.39	8.88	6.38	3,459	1.44	NC	384	NA	NA	NA	NA	NA	NA	NA	.00	.0	00-00-00	NA	NA	NA	NA	NA	NA
Masco Corp	MAS	30.13	29.00	29.88	.50	1.70	31.13	23.63	29,424	2.14	2,892	3,269	2.10	.17	Q	9.3	17	11.8	14.9	.52	1.7	07-17-89	2438.6	288.3	3.0	7.30	11.30	1288
Mor-Flo Inds	MORF	6.25	6.00	6.00	-.25	-4.00	7.75	4.50	17	.07	21	2	-1.11	.45	Q	NE	NC	-1.3	NE	.01	.2	12-09-88	218.0	-2.8	1.8	12.85	14.08	1288
Newell Co	NWL	40.25	38.00	39.75	1.50	3.92	40.88	21.13	3,726	1.27	526	414	2.18	.88	Q	61.1	22	6.2	17.1	.76	1.9	05-16-89	988.2	61.4	1.7	6.56	11.19	1288
Nortek Inc	NTK	8.75	8.00	8.38	.38	4.69	10.38	6.38	1,836	1.24	379	204	.90	1.28	Q	NE	NC	1.1	19.9	.10	1.2	06-30-89	1224.2	13.2	2.9	38.65	16.34	1288
Owens Cor	OCF	32.88	29.13	32.75	3.25	11.02	33.00	19.50	10,144	2.54	1,176	1,127	4.71	4.87	Q	NC	NC	7.0	6.7	.00	.0	00-00-00	2831.0	197.0	1.2	32.73	-15.18	1288
Ply-Gem	PGI	13.25	12.63	12.88	.00	.00	15.25	11.38	1,459	1.35	219	162	1.41	.64	Q	95.5	16	4.1	9.8	.12	.9	05-15-89	383.7	15.9	4.0	7.71	9.37	1288
Pope & Talbot	POP	25.00	24.13	25.00	.25	1.01	25.00	16.13	1,524	1.29	236	169	2.68	.36	Q	14.7	NC	6.2	8.9	.60	2.4	04-25-89	5150.3	31.9	1.9	6.24	13.05	1288
Potlatch Cp	PCH	36.00	33.88	35.00	.25	.72	38.00	29.00	3,715	1.38	373	413	4.04	.94	Q	27.2	33	10.4	8.0	1.04	3.0	02-09-89	1084.1	112.4	2.4	13.66	24.97	1288
PPG Inds	PPG	44.75	43.25	44.75	.63	1.42	46.00	36.25	18,610	1.61	1,629	2,068	4.26	.81	Q	22.9	18	8.3	10.3	1.52	3.4	05-04-89	5638.7	467.6	1.5	8.00	20.48	1288
Rep Gypsum	RGC	5.75	5.00	5.50	.25	4.76	6.38	4.25	848	.84	62	94	.20	.03	N	14.3	-22	3.8	22.9	.20	3.6	05-24-89	52.1	2.0	3.4	1.09	3.16	0688
Sherwin-Wms	SHW	31.38	29.25	31.13	1.88	6.41	31.63	24.88	9,019	2.10	1,065	1,002	2.30	.14	Q	6.5	14	5.2	13.5	.70	2.2	05-22-89	1950.5	101.1	2.0	3.01	13.97	1288
Stanley Works	SWK	35.25	32.75	35.25	1.88	5.62	36.75	24.00	6,219	1.45	939	691	2.40	.40	Q	19.2	10	5.4	14.2	.96	2.7	06-06-89	1909.0	103.5	2.7	7.93	16.31	1288
Thos Inds	TII	18.88	18.13	18.88	.38	2.03	23.31	18.13	673	.66	108	75	1.62	.00	Q	.0	5	5.1	11.2	.72	3.8	05-26-89	347.6	17.7	2.7	.00	12.25	1288
Union Camp	UCC	37.63	35.13	37.25	2.13	6.05																						

Iowa dealers check the weather before planning ads

By Gary S. Ruderman

DES MOINES, Iowa — There's not a lot of rain here in Iowa this year. Mind you, it's not a drought and the crops look swell, but they're still a little dry.

Business isn't what it was in the roaring 1970s, store owners keep saying. There's no more rush to build new homes. There's no pent-up demand from the farm sector, which was supposed to appear two years ago.

Even farm subsidy money from the federal government that went into grain storage bin construction is spent; there's no surplus of grain after the drought of 1988.

That makes for some interesting decisions for the Hawkeye State's retailers. Marketing and advertising strategies have to change with the weather because a July ad for lawn trimmers planned in June could prove disastrous.

Promotional dilemma

Ad plans "change with every rain we get," explained John Schulenberg, general manager of Walensky Lumber in Sioux City, Iowa. Every Saturday Schulenberg

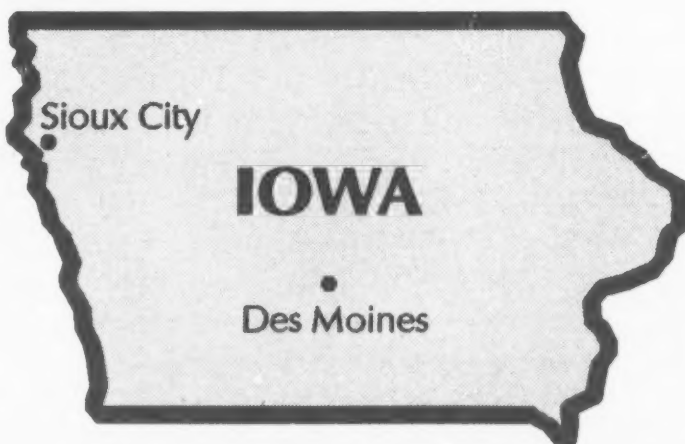
makes up the weekly ads and, especially in the hot summer, it gets harder to decide what products will sell.

"We'd like to advertise to the farm trade but they're in the doldrums," he admits. Repetition, he also admits, creeps into the ads.

"We'd be better off if we could dictate what goes into an ad [based on] the last few weeks of weather," said Dan Hoffman, ad manager of Keystone Products, a single-unit, \$2 million retailer in Burlington, Iowa. "One big rain could change everything."

Hoffman uses monthly circulars from its co-op, Hardware Wholesalers, Inc., which often are made up six months in advance.

Others like Julie Tujetsch in eastern Iowa make changes pretty quickly. Tujetsch, advertising manager for Theisen Supply based in Dubuque, splits the eight-yard chain's advertising between rural and city ads. Right now, instead of pushing fans or paint to the rural areas, she's featuring fly control products. In the city markets, ceiling fans and gar-



den hoses are getting prime ad space rather than trimmers.

"We try to advertise the products people will need" when it's dry, said Tujetsch. She was planning a fall circular in mid-July that would tell homeowners how they can bring back lawns damaged by the summer heat and lack of rain.

Tujetsch and her staff of two spend 2 percent of budget on advertising. Theisen hosts a 30-minute radio show on the local station and spends ad dollars on a television and newspaper campaign in the fall.

Farther west, in tiny Vinton, Iowa, Bob Harrison already switched his advertisements in the Cedar Valley *Daily Times* from lawn and garden to a window sale campaign. Harrison, vp of Mc-

Dowells' Lumber, said there wasn't much home building or pole barn construction this year. So he's switched the yard's advertising emphasis to siding and shingling products for needed rehab projects.

"It seems to be working," Harrison said.

Farm biz a lost cause

On Iowa's western border, Red Oak Building Center has decided to give up on marketing to farms. Three years ago Red Oak's owner Ron Carlson was convinced pent-up farm demand would bring in a rush of business. Today, tempered by last year's drought and still-depressed grain prices, Carlson has his own crew out concentrating on the repair and remodeling markets. Decks and garages appear to be the best sellers for the more affluent country dwellers.

Seventy-five percent of Red Oak's business, however, remains the walk-in DIYer.

In Des Moines there's little change from normal summer sales. A manager at the Sutherland Lumber unit in suburban Windsor Heights said

rain, or the lack of it, "doesn't affect much of what people in Des Moines buy. Maybe there's more or less sprinklers sold." A contractor desk manager was equally sanguine, saying there's little if any change in the mix of what gets sold to or done by contractors in the summer months here.

There have been subtle changes in the Spencer, Iowa, area. Since government money for grain storage has dried up, there isn't much call for pole barns or large storage sheds, explains Roger Rastad, ad manager of Shoppers Supply, the five-store chain with sales in excess of \$8.5 million last year.

"When farmers cancel plans for building and repairs around the farm, sales fall off," noted Chuck Spahn, president of Iowa's largest chain, the 23-unit Spahn & Rose. Some farmers, he said, are starting to talk about changes in crops that could lead to such a halt in building or repairs.

Repair and remodeling customers are concentrating on smaller projects—decks, room additions, siding and porches.

Mill strike brings about short supply and high prices

(Continued from page 1)

By the third week of July the increases affected only smaller yards and chains that lagged in contracting deliveries through August. If the strike continues for any period of time, said eastern traders, major eastern and southern retail chains will feel the shortages too.

Members of the United Brotherhood of Carpenters and Joiners and the International Woodworkers of America struck G-P's five mills in Mississippi and Arkansas. The contract, under which the 2,000 people worked, expired June 1, Georgia-Pacific spokeswoman Beth Zoffman said.

The mills supplied 35 percent of G-P's national production of softwood plywood, primarily to midwest retailers, Zoffman said. G-P has 16 southern pine plywood mills. Some veneer production, drying and glueing continues at the five struck plants, G-P spokesman Terry Hadaway said.

Central Builders Supply, one of two leading commodity buying groups in the Midwest, experienced price hikes of \$20 to \$40 per thousand square feet the week of July 10, according to Bret Pobanz, ceo, of the Sturgis, Mich., firm.

John Beers, lumber sales manager for the Progressive Affiliated Lumbermen (PAL) buying group, Grand Rapids, Mich., said average prices to retailers rose 60 cents to \$2 a sheet in that harried week, effectively erasing margins on the competitive commodity.

Beers noted some panic buying as distribution centers sold out of plywoods and OSB. Since June, western plywood has gone from \$141 to \$200 a thousand square feet for CDX, 7/16-inch panels, rising \$21 the week of July 10 alone. Dealers will have to forgo any markup and sell below cost buying at the market rate, Beers said.

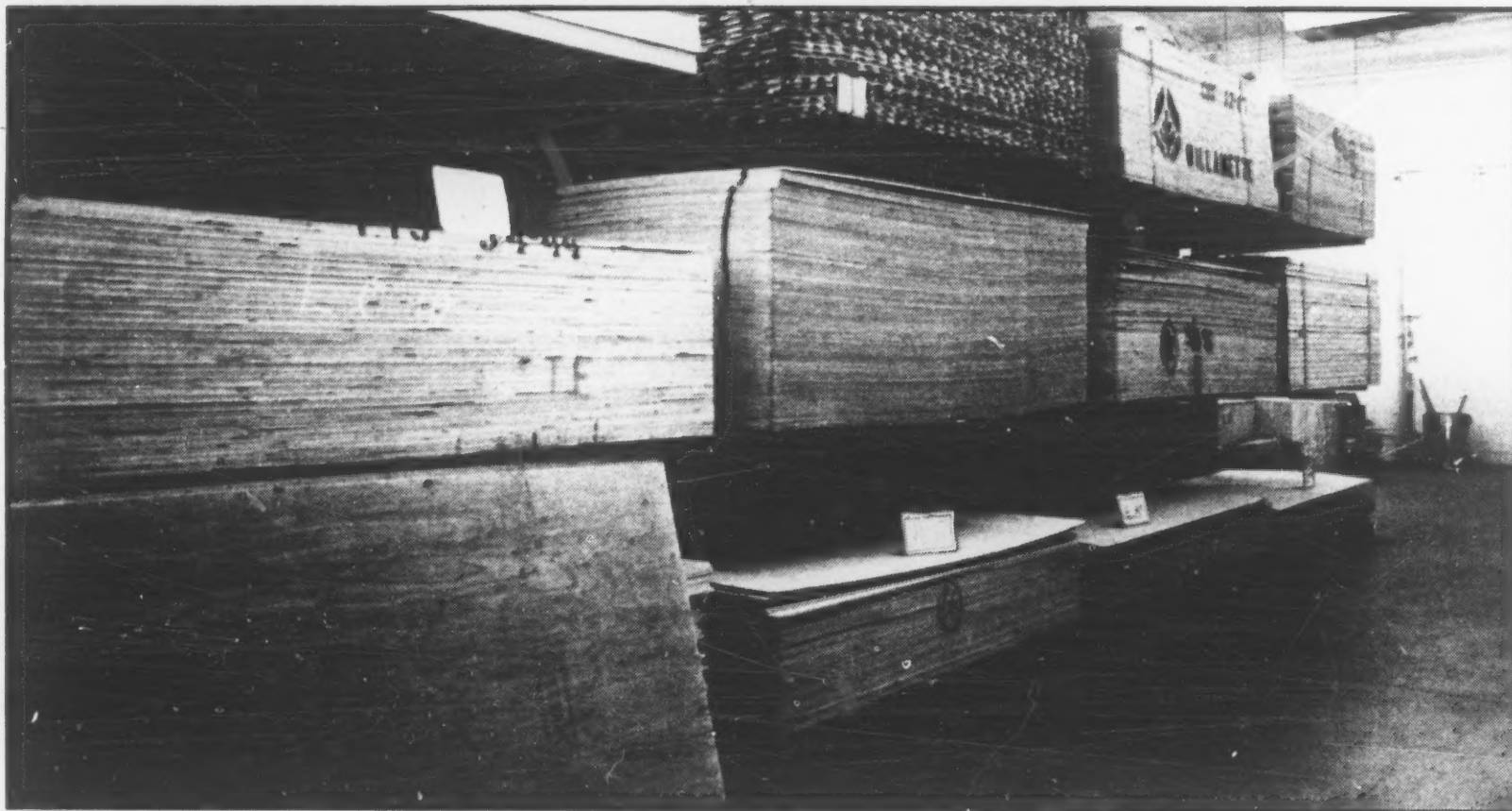
OSB, which is not directly affected by the strike, rose some \$20 per thousand square feet in the week, narrowing the normal \$2 per sheet retail price gap between the higher-priced OSB and plywood.

"It hurts retailers because they can't quote a job. After two flat years, dealers were keeping inventories down" when the hikes and some allocations hit, Beers noted. PAL delivers more than 35 truckloads of OSB a week to its Midwest dealers.

Dave Bartell, an associate editor of *Random Lengths*, the weekly lumber reporting service, Eugene, Ore., said the whole paneling market "erupted" following the GP strike.

Bartell said this is normally the time of the year when capacity is off due to summer mill maintenance. Added to west coast shutdowns, which were due to earlier depressed panel prices versus veneer costs, and "it appears the pipeline was dry. Distribution centers were cleaned out this week."

Treen of HWI acted as quickly as possible to change a major building materials flyer going out to several million



So far, the strike has only caused increases at smaller lumber yards, although larger retail chains are sure to feel the pinch if it drags on.

NHCN photo

households. Awakened to news of the strike Monday morning, he called the printer in time to block out plywood and OSB prices on about 30 percent of the flyers. The other dealers will have to sell the product at 25 percent to 30

percent less than replacement cost, he observed.

"Most people had received their orders already. People wished they'd stockpiled more," Treen said.

"What can you do about it?" asked Vince Toepfler, manag-

er of Hoskins Lumber, a major contractor yard in Elizabeth, Ill., a booming new home community in northwest Illinois. "You hope you're not too low (in inventory) and hope that prices come down in the meantime."

Study finds that high costs will continue to block home ownership

(Continued from page 7)

fortunate that much of repair and remodeling involves more upscale materials that yield higher margins.

"With housing starts today at 1.3 to 1.5 million, that's far lower than any time in the recent past," he said. "Things are not exactly what we'd like, but they could be worse."

Hylbert blamed govern-

ment in California for causing add-on costs to home buyers by taxing everything from filing fees to road construction.

"Some of these costs are necessary," he said. "But most of it doesn't involve building materials and doesn't move any dirt."

The report said those age 45 and over represent one of the fastest-growing groups of

homeowners.

It said many of them bought their homes before housing prices escalated during the 1970s.

Among those 25-29 years old, the homeowner rate fell from 43.3 percent in 1980 to 36.2 percent last year. In the 30-34 age group, it dropped to from 62.4 percent in 1976 to 52.6 percent.

Weather on both coasts hinders summer sales

(Continued from page 1)
enced rainfall "well above" the norm, said meteorologist Richard Tinker of NMC, ranging from 10 inches in West Virginia to 20 to 30 inches in New England.

In the New York City suburb of Poughkeepsie, H. G. Page & Sons, a contractor-oriented independent, blames the weather for prompting price increases on one of its biggest sellers, pine-treated lumber.

"The cost has just gone out of sight," said owner Henry Page, claiming a \$20 increase per 1,000 board feet. "Cutters can't get into the woods with all the water."

Business at Paramus Building Supply Co., Paramus, N.J., has been off by five percent this summer. The usually heavy construction season between April and June has been pushed back, according to salesman Steve Rivera, who lamented about 23 days of rain in May.

"We've had more good days in July, so hopefully the rest of

the summer will make up for the spring," he said.

Disaster's silver lining

The bad weather has sometimes been a boon to building suppliers, however, even while being others' misfortune.

During the second week of July, violent thunderstorms and tornados ripped through the New York-New Jersey-Connecticut area. In the New Haven, Conn., suburb of Hamden, 150 businesses and homes were seriously damaged and 20 to 30 buildings were flattened.

Two days after the tornado hit, Hamden's Centerville Lumber Co. was being deluged with calls for plywood. But the bulk of requests for repair materials, such as roofing and siding, would come a week later, predicted Centerville's manager Richard Roos.

"We're out searching for more inventory now," he said.

Lloyd Home & Building Centers' store in another damaged area—Carmel, N.Y.—

was doing an exceptional business selling chainsaws and water pumps. The company was offering a 10 percent across-the-board discount because of the storm. "We live in these communities," said Ron Niemiec of Lloyd.

Sales of roofing materials have also picked up sporadically in the Southwest because of hail storms this summer. But even without such a boost, one building materials retailer, Woodward Lumber Co. in Las Cruces, N.M., said business from contractors has

been excellent. This, despite summer temperatures that regularly break the 100-degree mark.

"What you do is start work earlier in the day and quit earlier," said Bobby Robles of Woodward.

A similar philosophy was advocated by Roger Holmes of Holmes Lumber Co. in Jacksonville, Fla. "In the summer, we start at 6:30 a.m. instead of 8." Florida had a dry spring and summer, chalking up a 25-inch rainfall deficit, but the NMC predicts that will

be made up by the summer's end.

Sunny and warm out West

The Pacific Northwest, meanwhile, has been enjoying perhaps the most cooperative weather in the country. Hal Smith, ceo of the Seattle-based, 73-store Ernst Home & Nursery, said there have been seasonable temperatures and just the right amount of rain.

He said February and March were unusually cold for this area. "So I guess we're being rewarded now."

Conn. economy forces closing of P.F. O'Connor, Lloyd's units

(Continued from page 7)
showrooms, the P. F. O'Connor units focused primarily on contractor customers. Together they generated sales of between \$22 and \$24 million, according to O'Brien.

The stores P. F. O'Connor is closing still trade under the name Brewsters, although they have been part of the P. F. O'Connor company since their acquisition in 1986. Until then, together with the

flagship store in Providence, R.I., and the Wilmington, Mass., location they were run by president Arthur Milot, who founded the company in 1966.

Last year the Connecticut P. F. O'Connor units were scheduled for renovation once work had finished on the Wilmington, Mass., store, but these plans were later canceled.

By that time, Hechinger

and Rickel had moved into Newington, Conn., just south of Hartford, Builders Square had opened a new unit in Orange, Conn., and rumors spread of Home Depot's imminent arrival.

"These two [stores] have been the least profitable and due to economic conditions we decided it was best to close them," said O'Brien. "The lack of business and increased competition is a bad combination."

National Home Center News (ISSN 0192-6772) is published biweekly, 25 times a year, every other Monday, monthly in December, beginning with the third Monday in January; by Lebhar-Friedman Inc., 425 Park Ave., New York, NY 10022. Subscriptions are available at no charge to qualified retailers and wholesalers of lumber and building supplies and hardware. Paid subscriptions are available to nonqualifying retailers and wholesalers, and to manufacturers and others at \$69 per year in the U.S.; \$79 per year to Canada; \$219 per year to all other countries (air mail only). Group subscriptions available in the U.S. (1-4 copies, \$69; 5-19 copies, \$64; 20 or more copies, \$59). Single rate copy is \$3 except last two May issues, first June issue (Annual Census Issues) \$20 each, \$48 for all three.

Second class postage paid at New York, N.Y., and additional mailing offices. Vol. 15, No. 16, Copyright© 1989 by Lebhar-Friedman Inc. All rights reserved. Postmaster: Please send address changes to Subscription Dept., National Home Center News, 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079. For change of address six weeks is requested. Give old and new address and zip code. If possible, enclose address portion from cover on previous issue.

Vol. 15, No. 16

July 31, 1989



Sunset
BOOKS & VIDEO



Sunset Home Repair Handbook

When your customers know how, they will buy the tools and the materials you sell!

Lane Publishing Co., 80 Willow Rd, Menlo Park, CA 94025-3691
800/227-7346, In California, 800/321-0372

Index of Companies in This Issue

Ace Hardware	48,53,54
A. G. Stanley	6
Agway	21
All American Home Center	20,21,50
Allwoods	6
American Maize Products	7
American Woodmark	56
Amerosean Corp.	38
Arnes Lawn & Garden Tool Co.	50
Anderson Lumber	48,50
Angels Home Centers	66
Armstrong	56
Arrow Group Industries	38
Beronio Home Center	38
Boise Cascade	56
B&Q	6
Buildrama	6,21
Builders Discount	7,66
Builders Emporium	6,7,66
Builders Square	1,5,7,19,56,66,68
Burt Lumber	38
Centerville Lumber Co.	68
Central Builders Supply	65
Channel	38
Chase-Pittkin	19,20,54
Church's Lumber Yards	38
Colorite	54,55
Conran's	8
Continental Candle Co.	55
Cox Lumber	38
Custom Bill Cabinet and Supply	1
Daylin Inc.	66
Diamond Lumber	1,66
Dixieland Lumber	34,53
Emhart Consumer Group	48
Erb Lumber	53
Ernst Home & Nursery	53,54,68
Evans Paint/Stay-Tite	55
Fay Builders Supply	44
Flower Time	21
Foxworth-Galbraith	54,66
Frank's Nursery	21
Fred Meyer	5
GB-Inno-BM	56
General Host	21
Georgia-Pacific	1,65

Gracious Home	40
Grossman's	1,7,19,34
Hacienda Home Centers	48
Handy Andy	48
Hardware Wholesalers Inc.	1,65
Hechinger	7,20,53,54,68
H&H Home Center	44
Holmes Lumber Co.	68
Home Depot	7,38,53,54,56,66,68
Home Quarters Warehouse	7
HomeClub	5,53,66,68
Hoskins Lumber	65
Houston Fence Company	38
Interco	56
Intermatic Malibu	53
Jack's True Value	44
John Rudt & Sons	38
Keystone Products	65
K mart	16,40,44,66
Lampert Lumber	38
Liberty Distributors	13
Lindsley Home Care Centers	8
Lloyd Home & Building Centers	7,68
Lonestar Building Centers	5
Lowe's	19,24,54
Lumber City	38
Makita	34
McDowell's Lumber	65
Menard's	38
Michigan General	1,66
Monarch Building Supply	5
Moore-Handley	56
Moore's	1
Mor-Flo Industries	56
Moser Lumber	38
Neiman-Reed	38
Office Products of America	5
Ole's Home Centers	6,66
O'Malley Lumber	5,66
Orchard Supply Hardware	1,20,21,32,54
Owens-Corning	56
Page & Sons	68
Pan Products	55
Paramus Building Supply Co.	68
Paty Co.	1
Pay 'N Pak	5,38

Payless Cashways	6,66
Payless DIY	6
Pergament	48
P. F. O'Connor	7,48,68
Rainmaster	54
Red Oak Building Center	65
Rickel	38,68
R&S/Strauss	6
Santa Barbara Home Improvement Co.	38
Savannah Wholesale Company	1
Scotty's	56
Sears	5,7,66
Sequoia Supply	7
ServiStar	21,32,48,53
Shoppers Supply	65
Simon Stores	20
Somerville Lumber	53
Southwest Hardware	5
Spahn & Rose	65
Staples	5
Star Lumber Co.	38
Strober Organization	56
Supply One	53
Sutherland Lumber	65
Teknor Apex	54
Terra Dek	53
Texas Homecare	6
The Andersons	48,53
Thrifty Builders Supply	66
Toro	53
True Temper	48
True Value Home Centers	20
United Building Center	38
USG Corp.	56
Vision Hardware Group	66
Wade Rain	54
Walensky Lumber	65
Ward White	6
Waterville Lumber	38
Watkins Pacific Corp.	5
Waxman Industries	5
Weiner Enterprises	6
Westlake Hardware	8,40,44
Wickes	6
Woodward Lumber Co.	68
W. R. Grace	66

Advertisers Index

Arax	51
Barnhill Trading	13
Butter/Design House	13
CertainTeed	26,27
Colt Sewell	8
Cooper Tools	39
Croft Metal	23
Custom Building Products	69
Diamond F. Corp.	44
Dutch Boy Group	10
Emco Specialties	41
Evans Paints	25
Fluidmaster	52
Furman Lumber	40
Genova Inc.	70
Gilmour Group	18
Glidden & Co.	8
Handy Store Fixtures	13
Hunter Fan	67
ICL	58

Keystone Franklin	57
Knauf Fiber Glass	40
Lane Publications	68
Larson Manufacturing	40
L.R. Nelson Products	30
Mecco Adhesives	13
Macklenburg-Duncan	9
Makiki Electronics	44
Marville Building Materials	36,37
Master Brands	22
McCulloch	31
MGA/Pro-Chief	29
Miami Casey	49
National Hardware Show	34
National Manufacturing	42,43
National Store Fixtures	8
Owens Corning	46,47
Philips Lighting	8
Price Pfister	45
Quality Hardware	44

Quikrete	50
Schlage Lock	44
Simpson Strong-Tie	24
Stencil Ease	55
The Radon Project	35
USG Interiors	40
Waxman Industries	14,15
Weed Wizard	17
Weiler Lock	24
Weyerhaeuser Paneling	2,3,4
Weyerhaeuser Garden	33
Weyerhaeuser Wood	54
W.R. Bonsai	64
W.W. Henry	54

This index has been compiled for the convenience of our advertisers and readers. While every precaution is taken to prevent mistakes, the publishers cannot be held responsible for errors or omissions.